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MEDICAL ECONOMIES

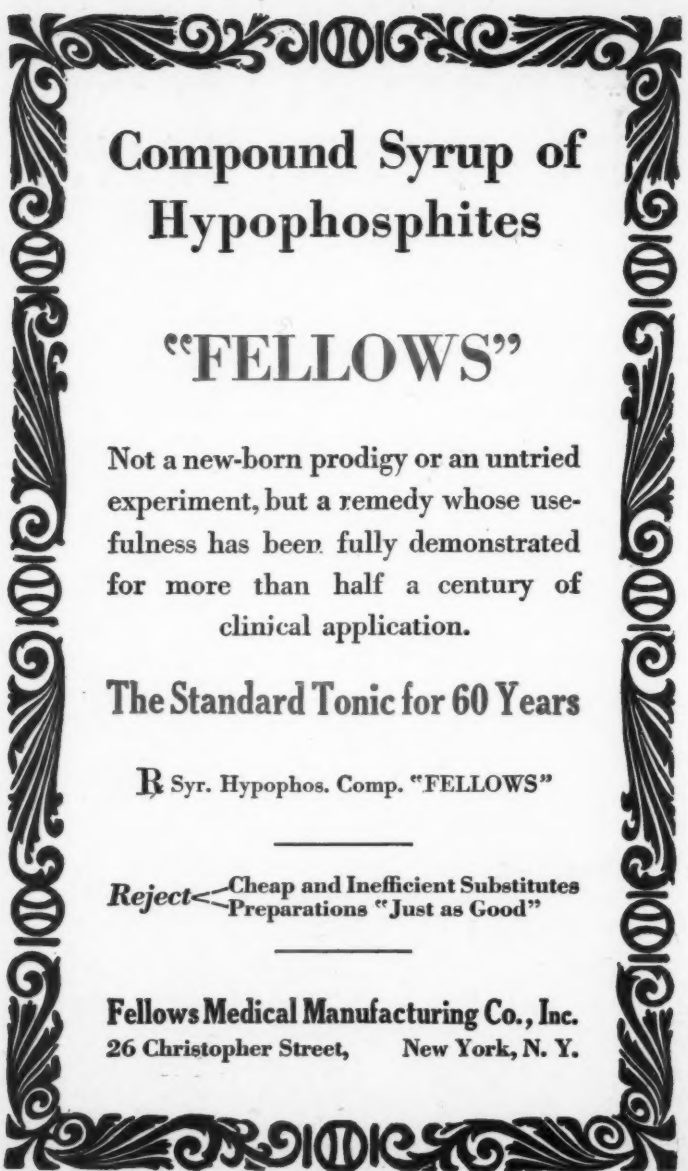
The Business Magazine of the Medical Profession

Vol 5 no 8



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MEDICAL May 1928 ECONOMICS

The Business Magazine of the Medical Profession

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SIR ALMROTH E. WRIGHT, M.D., Lancet, Dec. 24, 1927

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MEDICAL May 1928 ECONOMICS

The Business Magazine of the Medical Profession

This is Volume 5, No. 8

Editorial Offices: Rutherford, N. J.

The Toledo Experiment

[two years of organized medical publicity]

By L. R. Effler, M. D.

Director of Education
Toledo Academy of Medicine

THE Academy of Medicine of Toledo, Ohio, has an active membership of 360 doctors of medicine.

Two years ago, it began a unique experiment. The first year was spent in building up experience and gaining contacts. The fruits of the experiment are now being reaped in a measure that far surpasses expectations.

This experiment was along the lines of popular medical education. Here are some of the results noticeable at the end of a year of concerted effort:

1. The quacks are being cheated of their prey by the work of the Publication Bureau.
2. Citizens of Toledo and Northwestern Ohio are evidencing a more enlivened interest in the Question Box.
3. An increasing number of requests for medical talks is coming to the Speakers' Bureau from various civic clubs, societies and organizations.
4. Information is being sought on medical topics by various

industrial concerns of the city.

5. The opinions of Academy doctors are being requested by the Courts.
6. A marked increase in Non-Resident and Associate Membership has been noted as a direct result of the Education Committee's work.
7. Newspapers are coming to the Academy as to a fountain head for sensible guidance in the writing of feature medical articles of popular interest. This is becoming increasingly true of the public in general.
8. The Academy is being besieged by requests from individual doctors and county medical societies throughout the country for information and suggestions on the conduct of similar programs.

"HONEST guidance and authentic information" were the prime motives which brought the Education Committee into being in the early part of

1926. These two results have been accomplished. Numerous individuals, for example, who have been preyed upon by the quacks are now bending their steps to the Academy of Medicine. The other results above mentioned have followed as corollaries. Altogether they form a strong fabric of achievement.

The Publication Bureau originally functioned with a weekly medical essay in two of the large daily newspapers of Toledo. In 1927, a daily article was begun in The Toledo Times under the caption, "Said by Toledo Doctors." This was a unique feature in the history of popular medicine. Toledo asserts "priority rights" in this field. Beginning

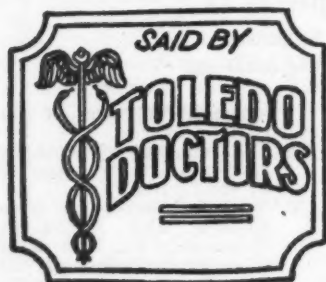
zine of the Journeymen Stone Cutters' Association of North America, with headquarters in Indianapolis, Indiana.

- (c) "The Ohio Clubwoman's Magazine."

A Question Box has been maintained in all three of these journals.

In 1928, this same program has been continued. In addition, however, the foreign field has been invaded. A column is being published weekly in the Hungarian Herald of Toledo. Several other contacts are in the making.

The Speakers' Bureau in 1927 functioned more or less haphazardly. It responded to requests at intervals. Early in 1928, a con-



This is the standard heading that appears above the Academy's daily newspaper articles. Can a better method of wakening the public's interest in health and in local health facilities, be conceived? More than 405 releases have so far been published, above each of which appeared this emblem of Toledo physicians.

February 27, 1927, there have been to date 405 releases. These will be continued indefinitely in The Toledo Times. A Question Box has been operated in conjunction. In addition to this, a series of eighteen daily articles was supplied to The Toledo News-Bee under the heading "Health Hints for Children." Coincidentally, monthly articles were supplied to the following three magazines:

- (a) "The American Flint," the official monthly organ of the American Flint Glass Workers Union of North America.
- (b) "The Stone Cutters' Journal," official monthly maga-

zine of the Journeymen Stone Cutters' Association of North America, with headquarters in Indianapolis, Indiana.

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certed effort was made to boom this feature. As a result, requests for speakers on medical topics are becoming frequent. For example, in March alone thirteen requests from various societies were honored. This number will very likely be surpassed in April. Some of the topics in March were "Mental Diseases and Mental Hygiene," "Tuberculosis," "School Child Care," "Cancer," "Rupture," and "Stomach-ache."

Two years ago, it would have been unheard of for an industrial concern to seek information from the Toledo Academy of Medicine. Recently such a request was made with regard to an eye-examination scheme which was distinctly

commercial and unprofessional. Several other industrials had fallen victims to this same scheme. The Education Committee promptly supplied itself with information and sent a letter to every industrial concern in the city condemning the practice and giving the Academy's position on the matter.

Not long ago a group of Toledo physicians visited a sanitarium in Northwestern Ohio for a medical meeting. Without solicitation, an out-of-town doctor promptly presented his application for membership in The Toledo Academy of Medicine. This physician had been a reader of the "Said by Toledo Doctors" column in The Toledo Times. He explained that

that came in only today over the telephone from one of the Toledo newspapers. Silly as they may sound, the newspaper insists they are of interest to the public.

Two years ago, a reporter would have ventured out into strange paths on this or similar subjects without guide or guidance. Today he is furnished with sane material by our Publications Bureau in quick time and scientific fashion. The result is a feature article in the newspaper's magazine section which is at least authentic. This contrasts forcibly with the vaporings that one usually sees and which are the fruit of an attempted synopsis of material in medical journals. Most of the latter end by being

A definite effort is made to write articles in a light, non-medical style, with the result that people read them. A question box is maintained. The public is encouraged to telephone or write the Academy on medical questions. Toledo is being made to realize that it has physicians, physicians who are on their toes and who speak a language anybody can understand. What an example!

The Academy, or The Toledo Times, will doubtless be glad to furnish other communities with copies of some of the releases.

he desired to be associated with a Society which was sufficiently interested in the public to inform it concerning medical problems.

His is not an isolated case. The Active Membership of The Toledo Academy of Medicine numbers 360 doctors of medicine. The Non-Resident and Associate Membership has swelled during the past two years to 140. Many are attracted by what they consider to be the liveness of the Toledo Academy in matters of education.

"What is Spring Fever? When is it most pronounced? How long does it last? What are the factors that determine it? How is it cured?"—These are questions

sensational, inaccurate, and oftentimes untrue.

Emerson said: "If a man write a better book, preach a better sermon, or make a better mouse trap than his neighbor, though he build his house in the woods, the World will make a beaten path to his door." At the inception of its education work, the Toledo Academy of Medicine scarcely hoped to interest anyone outside the confines of Toledo and Northwestern Ohio. It has been surprised to note that individual doctors and county medical societies far remote have bent an eye in this direction. The mail man has brought requests for

(Turn to Page 59)



Give the Office a Cheerful Face!

By Lucy D. Taylor

Special Lecturer

Metropolitan Museum, N. Y.

NO one expects to buy of the salesman who comes to the office run down at the heels, with frayed cuffs and soiled tie, and unshaven. Yet how many times do patients enter a well known doctor's office and sit, trying to calm their fears through confidence in his skill—amid a scene of cast-off cottage furniture much the worse for wear? It is not the fact that it is cottage furniture that hurts; it is the general bareness, gauntness or care-nothing appearance. One suspects that the doctor might treat the patient in the same haphazard way!

Of course, professional men are rushed. Their time is never their own. Yet—it takes such a little thought and care to set proper atmosphere in that waiting room where patients bring their fears and troubles for company. Surely it is worthwhile, just as worthwhile as it is to see that one's hands are properly cared for—and the other marks of any well groomed man.

I recall the office of a physician of my acquaintance, a markedly successful man. His home is a lovely spot, simple and friendly, thoroughly expressive of a man of culture.

But his office! There is a little battered old table that his wife would never have in the house; two worn and creaking willow chairs (what paint they originally had has been lost almost beyond recognition of color) a mission settee of stiff and most uncomfortable disposition; a book-case with left-overs of his mother's time and old magazines; a rusty fern and a hatrack.

His patients endure it—and probably he has never really seen it as they do.

Why should this be so? It is not a matter of expense, because a paint pot, ordinary intelligence and a very little money will go a long way toward redeeming this doldrum, fearsome office into a cheerful place.

SURELY it is not for professional reasons. Why punish the patients? And every doctor knows the unconscious, subtle influence upon patients, of color.

There is also the less talked of, but nevertheless strongly felt, influence of order. And order presents itself to us in many guises. Before a chair becomes beautiful in combination with a table and a picture, it must present orderly thinking to us. Lines must have

sufficient similarity of curvature to be harmonious or else the discord is most apparent. Discord—whether of dogs, cats, people or furniture design—is not order.

And these poor confused people who come to the office in states of various disorder, do they not sense these underlying qualities of harmony and restfulness in the environment of that office?

One does not need luxury in these surroundings—simply orderly, harmonious thinking of color and line that the effect may be restful, pleasing, cheerfully

scheme—i.e. red and blue—green or blue and orange, or purple and green-yellow. They will make good combinations—but, what does it mean to the other fellow? If his experience has been very limited, artistically, he probably sees a bright apple green wall—house painters have been known to see that color, too—darker green wicker furniture, red curtains and upholstery and a red and green rug. He sees no nuances of tone—just splashes of the most ordinary colors.

But, suppose we translate this red and green color scheme into

The well-chosen desk, the simple bookcase, the appropriate curtains and screen, and well-arranged detail, all show the result of care and a skillful hand. Such a room cannot fail to impress agreeably.



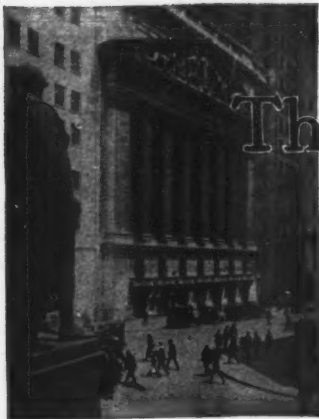
stimulating and interesting. We may call it art or interior decoration. But there is another name for it, too. Just plain common sense.

The whole secret lies in the selection, first of all, of a proper and interesting color scheme. With this element well in hand, a young doctor with a very modest outlay can afford to have a really beautiful office. It is all in how it is done.

I may talk color theory, suggest a complementary color

something practical and livable. Suppose the walls become a very soft, light tone of slightly greyed yellow-green. It is a mellow color, restful and dignified; not too delicate for a good office. The floor is stained a dark walnut tone and a red and green small checked rug, an inexpensive affair that will wear exceedingly well—is placed on the floor. The checks are small, consequently the effect upon the eye is just right, neither too markedly red nor green.

(Turn to Page 41)



The Doctor and his Investments

By Merryle Stanley Rukeyser

THIS is the sixth of a series of articles, dealing with investment problems and opportunities of physicians, by Merryle Stanley Rukeyser, financial editor of *Medical Economics*. It deals with the hazards entailed in buying promotion stocks.

Physicians, with a bent toward test tubes and microscopes, have profound faith in the potentiality of changing industry through the application of science. Accordingly, they are receptive to the appeals of propositions for exploiting novelty in the realm of business and finance, oblivious of the fact that of late the standard industrial corporations have become the leaders in applied scientific research.

This article, revealing the pitfalls in new and untried ventures, which are unsuited for the conservative investor, concludes that securities of standard companies offer participation in the fruits of experiment, as well as assurance of past success and distinction.

A STUTE investment entails striking a balance between conservatism and gullibility. The sophisticated physician, who knows the snares of patented cures, is all too frequently impressed with the wares of financial charlatans. The essential reason why physicians' names are so frequently found on sucker lists is because they do not comprehend the nature of financial organization. Impressed with the limitless possibilities of research in the field of physiology, physicians by analogy are

prone to lend a sympathetic ear to promoters who purport to be pathfinders in the realm of business.

Belief in the laboratory makes physicians as a class especially ready to share the enthusiasm of vendors of something new and revolutionary in the realm of finance and trade. Progressive physicians are likely to feel that applied science is revolutionizing life, and will tend to invalidate the investments of the old line companies. Accordingly, they search the industrial horizons for

evidences of new enterprises which exploit their prejudice in favor of the innovator.

Where is the fallacy in such an investment policy?

It lies in assuming that the established companies are insensitive to the scientific influences which are fast remaking the world of industry and finance. As a matter of fact, the country is in a new phase of development. New ways and new products are no longer mere accidents. Progress is now being bought and paid for. Since the war, American corporations have made remarkable strides in research—in appreciation of the possibilities of science in industry. New

were ready to follow Carnegie's leadership, but today this desire to scrap the antiquated has become characteristic of the American business man and distinguishes him from the enterpriser in other countries, who insists on getting use out of his plant and equipment until they wear out. The factor of obsolescence now animates consumers as well as producers. The typical American is forever turning in automobiles which are still efficient merely because they have gotten out of date.

Orthodox big business in the United States thoroughly sponsors the policy of change, based on improvement. Accordingly,

"Until a physician has built up an estate consisting of sound securities, he is in no position to experiment with securities of new and untried companies, even if they are honestly promoted. The cruel fact remains that even among legitimate promotions there is a high rate of mortality."



methods result from planned research, just as new medical discoveries are frequently the fruit of specific searches by laboratory men. The days of lucky strikes are being superseded by the era of science in industry.

Accordingly, the enlightened corporate leaders are not to be construed as bulwarks of conservatism, which stand in the way of new developments. The late Andrew Carnegie gave American business leaders their first lesson in obsolescence. The canny Scot was the first to see the wisdom of scrapping valuable plants and machinery in order to replace them with newer and more economical processes.

Thirty years ago, only a few of the advanced industrialists

the progressive minded investor need not turn to the byways in order to buy a stake in the newer research. The frontiers of industrial knowledge need not be sought in out of the way places. The largest and most successful corporations are leaders in research. The American Telephone & Telegraph Company in the Bell Laboratories spends far more on research each year than Harvard University.

The General Electric Company and the Westinghouse Electric & Manufacturing Company are also preeminent examples of companies that are investing in the long term future through huge expenditures on research. In the chemical field, E. I. du Pont de Nemours & Co. (Turn to Page 45)



Everybody's Business

By Floyd W. Parsons

ALL about us are evidences of the never-ending effort of science to improve practices, create new values and provide greater comforts. So amazing are the reports of current developments that one cannot help feeling a keen desire to experience the joys of the life that's coming.

Here is a fellow who has produced a synthetic sun, shining for only the fraction of a second, but having a temperature greater than that of the hottest star. Over there is a chap who is giving new wood an antique finish—creating an appearance of age almost instantly by painting the wood with a mixture of hydrogen peroxide and hydrochloric acid.

Out in Pittsburgh an engineer has demonstrated a method to regulate street lights by radio waves, turning the lights on and off at will. Down at Princeton recently they were struggling with the problem of getting nitrogen from air, and purely by accident stumbled on a method of controlling a supply of positive electrical atoms both quantitatively and qualitatively. This disclosure opens an entirely new field of research that will likely effect large economies in the chemistry of many industries.

Mr. Edison and his organiza-

tion are deeply engrossed in the problem of getting rubber from weeds, so that the United States will not be cut off from a source of rubber in case of a future war. It already appears that before long our farmers will be sowing and harvesting a variety of milkweed which will be sent to factories where the rubber content will be extracted by machine methods.

Even now we are getting a small quantity of rubber from the guayule shrub grown in California. But Mr. Edison wants to use a plant that will mature faster, and the lowly milkweed looks as though it is the best bet at the present moment.

It was not very long ago when William H. Mason, one of Mr. Edison's pupils, decided to devote his talents to the lumber industry. In a short time he perfected a process for extracting resin and turpentine from sawed boards.

NOW he comes forward with a scheme that employs high-pressure steam to explode ordinary sawmill waste from gums in such a way that the worthless chips are transformed into a mass of separated fiber that needs only the application of pressure to convert it into artificial boards

suitable for use in automobile doors, card tables, desks and radio cabinets. Having no grain, this synthetic product is many times stronger than is wood across the grain. Here we have a material that promises innumerable applications running all the way from pressed brick for the builder to a new source of wood pulp for the papermaker.

Each day it becomes clearer that science has made "change" the vital factor in the conduct of practically every line of busi-

entists believed that but ten chemical elements were necessary for the normal growth of crops. Now we know that at least eight other elements, although generally occurring in minute quantities, are extremely important in the life process of plants. In many soils the content of manganese sulphate is less than one hundred-thousandth part, and yet if you take this substance out of the soil, such things as barley seedlings fail to develop chlorophyll and turn yellow. Other



"...research has become the touchstone of business success."

Photo by
Ewing Galloway

ness. Where is there an industry as old as that engaged in producing foods? And yet we are witnessing such an unending succession of vital disclosures in this basic field of enterprise that the outlook is changing with kaleidoscopic rapidity.

It was only a comparatively few years back when even sci-

metals like copper, arsenic and zinc are equally essential to the healthy growth of certain varieties of plant life.

The green leaf of the plant that once seemed so common, is now regarded by science as the world's most wonderful chemical factory and powerhouse. So far

(Turn to Page 63)



Naval Armament-arium

By A. B. Montgomery
Chief Pharmacist, U. S. N.

THE mission of the Medical Department of the Navy is to promote physical efficiency for combat by proper procurement and conservation of physical power. To carry out this mission requires the use of all diagnostic and remedial measures known to modern science.

In the selection of personnel every effort is made to select only the physically fit and then this personnel must be kept in fit condition, so far as possible; a task which presents quite a problem, for naval personnel are not only exposed to diseases prevalent in this country, but also to those endemic and epidemic in foreign lands, as well as to the morbid influences arising from varying climatic conditions and military hazards.

The Medical Department of the Navy is also obligated to care for the natives of certain insular possessions for humanitarian reasons as well as for the protection of naval personnel.

The medical equipment and supplies necessary for carrying out this mission are furnished to the medical activities of the Service by the Naval Medical Supply Depots, located respectively at Brooklyn, N. Y., Mare Island, Calif., and Canacao, P. I., conducted under the direction of the Bureau of Medicine and Surgery of the Navy Department.

Most of this material is procured on contract by the Naval Medical Supply Depot, Brooklyn, N. Y., where there are in operation elaborate testing facilities designed to insure conformity of materials with the specifications. This centralized method of procurement has many advantages over local procurement, economy being the most important. Indeed, in several instances it has been found advantageous to extend the principle to the point of combining the requirements of the Naval Medical Department with those of other government departments.

THROUGH experience over a long period of time we have learned what items of medical equipment and supplies can be considered essential, and it is only these essential items that are carried in stock by the medical department in any quantity. Lists of this standard stock material are furnished the medical department activities of the Service in a loose-leaf form which is known as the Supply Table of the Medical Department, United States Navy.

In this table items appear grouped in classes according to their general use: Class No. 1—Drugs, Class 2—Tablets, Class No. 3—Hypodermic Tablets, etc. The items listed in the three classes mentioned are considered

adequate, in respect to their several physiological actions and therapeutic uses, to meet the ordinary needs of the Service, and their amounts are derived, as intimated, from an analysis of annual expenditures over a period of years.

While there is this standardized list of items, there is no desire to limit the medical officer in the exercise of his professional judgment. When he requires a medicine not listed in the Supply Table; a drug which, in his opinion, is absolutely essential for the treatment of his patients, authorization to purchase this medicine is rarely withheld.

When a medicine or any other item of medical material, not previously on the Supply Table, comes into general use the item is added in the proper class and a supply is made available for issue.

In addition, there are listed in the "Field Supply Table" and carried in stock at Medical Supply Depots and at several other storage places, items of medical equipment and supplies designed particularly for use in the field by an expeditionary force engaged in land warfare.

PRIOR to revision of the Supply Table in 1926, the quantity of each item allowed to an activity was fixed in accordance with the number of personnel cared for. This practice, however, tended unduly to restrict the medical officer in his use of material.

It was found that the number of personnel cared for cannot be used as an indication of the quantity of material that may be used; consequently, there was incorporated in the Supply Table, a "table of average use" of expendable items such as medicines, dressings, etc., prepared for use as a guide in determining the stock to be carried by the various medical department activities,

and on which estimates may be based as to the probable requirements of the Navy.

SINCE, in time of a national emergency, procurement and transportation are likely to present difficult problems, every consideration has been given to the elimination of all items of medical supply which are not considered absolutely essential, and which would be difficult to procure owing to production elsewhere, or to the diversion of raw material, manufacturing equipment, or producing personnel to more necessary military needs. A note is made of these particular items listed in the Supply Table.

Another important group of items requiring special consideration consists of certain raw materials in the form of crude drugs which are indispensable but which are not produced in this country in sufficient quantity to meet requirements, and so must be imported, viz: camphor, iodine, nux vomica, opium and quinine.

In respect to opium, for example, the Federal Narcotic Control Board has the supervision of imports and exports in time of peace. This control should be continued in time of war, for the Board, through its registration list, would be in position to establish and enforce necessary regulations.

The requirements for the military forces can readily be ascertained from available data and the necessary reserve stock could be maintained as a measure of preparedness at no great expense to the government. Similar measures, however, can hardly be applied to meet the civilian requirements, but at least plans should be made to increase the stock on hand when a national emergency threatens, and, in the meanwhile, as additional resource, opium production in the United States should be encouraged.



Bouquets or Brickbats

By

H Sheridan Basketel

PHYSICIANS who may indulge in the exclusively human trait of wondering what other people think of them, are, perhaps fortunately, never permitted to remain in doubt very long. Patients offer their opinions in a way which at times may be stronger than words.

But when the editors of a publication like MEDICAL ECONOMICS get to contemplating the opinion of their readers, all they can do is ask. So we are going to ask.

What do you think of the journal?

How do you like our articles? Our diction? Our appearance?

Not that we have never been told. We have. For four years there has been a little basket labelled "Bouquets" standing over in that farther corner. Right beside it is a fairly good-sized bin called "Brickbats." From time to time, as readers have taken occasion to comment on this article or that, we have blithely tossed the bouquets, with a deft little flourish, into the "Bouquets" basket, and the brickbats of course plunked down in the "Brickbat" bin, and we have really gathered together quite a little collection.

But we aren't satisfied. We think either the basket or the bin should be a lot fuller than it is.

Hence the little reply form on the opposite page. (You will probably want to use a couple of good-sized sheets of paper instead of the coupon, but it's there, anyway!)

So, whether or not you like MEDICAL ECONOMICS, here is your chance to say so. Just set down your opinions and mail them in.

Tell us whether you would like to have us write more on some subjects—less on others.

Are we omitting something we ought to discuss or discussing something we ought to omit? Be frank about it. If possible, be constructive. Destructive criticism helps no one and we are honestly seeking guidance.

We want these little pocket-size pages to be something more than just a medium for publishing articles; we want them to be *alive* with the personal problems of the medical profession.

Here is your opportunity to award us either a bouquet or a brickbat.



What I think about Medical Economics!

I like _____

I don't like _____

I suggest _____



New Shapes in the Sky

A Series on Medical Arts Buildings

XII

Medical and Surgical Institute of Southern California

STARTING the construction of the building for the Medical and Surgical Institute of Southern California on February 13, 1928, was the fulfillment of a dream upon which Dr. R. B. Jenkins, of the Citizens National Bank Building, Los Angeles, California, has been incessantly working for eight years, at great sacrifice to his practice, much financial loss, and untold disappointments.

He worked, however, always with a grim determination that some day he would see a large institute planned, financed, constructed and conducted for the benefit of that big class of patients who are poor but honest.

The result is that the Medical and Surgical Institute of Southern California, when in operation, will represent an investment exceeding \$150,000, and on account of its close proximity to

the Angelus Hospital, with the advantages which possibly may accrue therefrom, the entire proposition—Medical and Surgical Institute of Southern California with the Angelus Hospital—could not be duplicated for less than a half-million dollars.

The design is by Architects John C. Austin and Frederic M. Ashley, with Dr. R. B. Jenkins as consultant. The latter has made a study of hospitals and clinics throughout the country. Contractors DeCamp and Hudson have construction under way and will complete the building by July.

The building will be of brown pressed-brick, three stories in height, "L" shaped and of Colonial style of architecture.

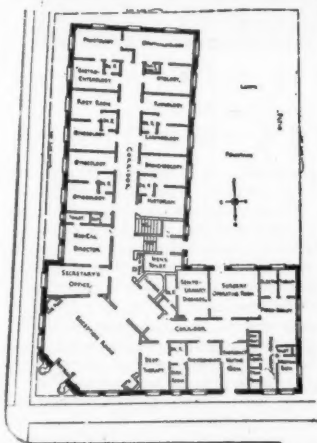
There will be no steps from the sidewalk into the building, and neither will there be any steps from the lobby to the corri-

dor. It will be possible for patients who are taken to the institute in wheel-chairs, to be moved from their automobiles to the sidewalk, into the building, and to any department on any floor without going up and down steps. The corridors will be wide and furnished beautifully, making it convenient for patients to wait near their doctor's office. Entrance to the automatic electric elevator will be directly opposite the reception room.

Each room will have a signal-lamp above its door indicating occupancy or vacancy. This light will register on the annunciator board in the main office, enabling

nating, will be installed, making it possible to use any kind of electrical apparatus.

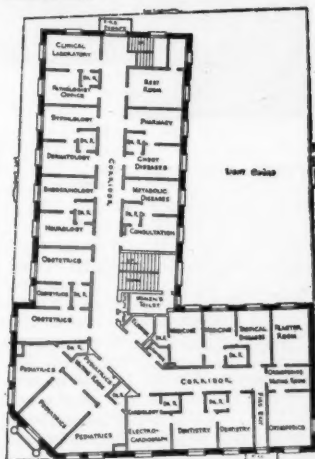
The main entrance is impressive with the dignity of four, very large, beautiful, Colonial columns of art-stone. The vestibule, lined with marble, will lead through to a spacious reception room with a beautiful inlaid terrazzo floor. This room will have two large, log-burning fireplaces, giving the patients an atmosphere of welcome and hospitality. The lobby, luxuriously furnished, will be typical of the Colonial period furnishings of a large, restful living room of one of our Southern mansions.



FIRST FLOOR

patients to be sent to proper rooms with the least amount of confusion. Each clinician's room will have a dressing room and a lavatory. Everything has been done to make this building, not like so-called clinic buildings, but more of a home-like office building wherein a group of specialists will work together for one common cause.

The building will be steam heated. Two complete systems of electric wiring, direct and alter-



SECOND FLOOR

On Washington Boulevard there will be an entrance leading into the Emergency Hospital which will be open twenty-four hours daily. It will be under the supervision of physicians and surgeons who specialize in traumatic and industrial surgery. West of the Emergency Operating Room will be a complete electro-therapy department equipped with all necessary electrical apparatus known

(Turn to Page 39)



ULTRAVIOLET *in the Treatment of* OTITIS MEDIA

REFERENCES:

Dr. I. O. Denman, Ear, Nose and Throat Monthly, March 1923 and Jan. 1926. Dr. H. Gerstenberger, Amer. J. of Diseases of Children, Oct. 1922, p. 320. Dr. J. Zahorsky, Mo. State Med. Jour., Feb. 1923. Drs. A. R. Hollender and Maurice H. Cortle Amer. J. of Phys. Therapy, April 1923, and Eye, Ear, Nose and Throat Monthly, Feb. 1923.

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How I Got My Start in Practice

*Because you are a doctor is no excuse for your name
being on the list of poor business men*

By a Successful Physician

I OWE what I might call a head-start in practice to the fact that I served my apprenticeship with an old practitioner and thereby smoothed out the rough edges of the raw graduate.

First I made use of professional diplomacy in plenty; secondly, I considered each case an endless chain and tried not to lose a single link. And then I kept on by delivering the GOODS and continuing to deliver them.

Surely a one foot two-and-a-half foot sign, or even bigger, will not bring in the patients. To the young M. D. it may bring in all the cases not wanted by the older men, cases at which everybody else has had a fling, and let me tell you, such cases know how to handle a doctor better than the doctor knows how to handle them.

In my early days I made lots of noise—professional noise, as it were. I was always busy, never idle, even when God knows I could have been without the least trouble. But the public always found me busy.

When there was a case that could be SHOWN OFF—it was shown off. I consider that there is no better advertisement than word of mouth, and to date that is the only ethical advertisement a doctor has—the advertising his patients do.

When the M. D., especially a beginner, can point to one very successful case, it is his monument.

It is the beginning of one of his real chains.

An old doctor once said to me, "I don't believe in making a brass band of my practice."

"Hell," I said to him, "if a brass band will do the trick, then let's have it."

"The public is being faked, bunkoed, swindled, and made to like it by patent medicine and other fakers," I went on. "Certainly there ought to be some way that a good, reliable ethical man could educate the people to know that good, legitimate work is safer and surer in the long run, and sometimes the shorter run at that."

"If you sit idly by and do not let them know you are alive or what you can do, the fakers do all the more business, and by the time the physician gets the case it is too late to do any real good—except to TRY."

"And then you are the one who gets the blame, not the quack. You are the one who must sign the death certificate. If you think the brass band idea is all wrong, just stay in your little office and let the quacks get rich."

MY old practitioner friend stormed a bit, but I noticed that after a time he perked up. He will make good, but about twenty years too late.

By brass band I mean not only professional diplomacy with your
(Turn to Page 33)

Contains full descriptions of
the physical characteristics
of the light from

NATIONAL THERAPEUTIC CARBONS



THIS booklet gives complete details of National Therapeutic Carbons. Describes briefly the composition of each of the nine types. Indicates in general terms the usefulness of the light. And shows by spectrograms the distribution of energy in the

light from each. This is a guide that should be in the hands of everyone working with therapeutic light. It will be sent free to physicians and hospitals, on request. National Therapeutic Carbons are sold by arc-lamp makers and physicians' supply houses.

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Unit of Union Carbide  and Carbon Corporation



Shall We Persist in Spoiling the Public?

[we have given too much
and asked too little]

By *Frederic Damrau, M. D.*
Brooklyn, N. Y.

THE most tragic event in medical history, according to the viewpoint of the average layman, was the passing of the doctor's goatee. From all quarters, one constantly hears the aggrieved wail, "Where, oh where, is the old family doctor?"

The answer is simple. He has departed. And he took his goatee with him.

But the memory of that goatee will live for many decades in the mind of the public. To them it symbolized the doctor with the personal touch; the warm-hearted friend who had time to listen to family personals as well as symptoms; and—most of all—the generous professional man whose best services could be procured for a dollar or even fifty cents.

The most formidable rival of the practitioner of today is no longer flesh and blood. He is merely a memory—a memory of the old family doctor with the familiar goatee. And since we are often compared with this memory—much to our own disparagement—it is fitting to inquire into the reasons for its popularity.

With all our knowledge of *ologies*, we physicians of today are novices as compared with the old-time doctor when it comes to actual contact with patients. We start our medical careers dissecting cadavers and wearing down a perfectly good storage battery on a frog's gastrocnemius muscle; then we begin to study

disease in terms of hydrogen ion concentration and the selective action of bacterial toxins; finally we wind up by demanding a report on the chemical examination of the blood, the electrocardiographic record of the heart or the mental age according to the Binet-Simon scale before consenting to commit ourselves with regard to diagnosis.

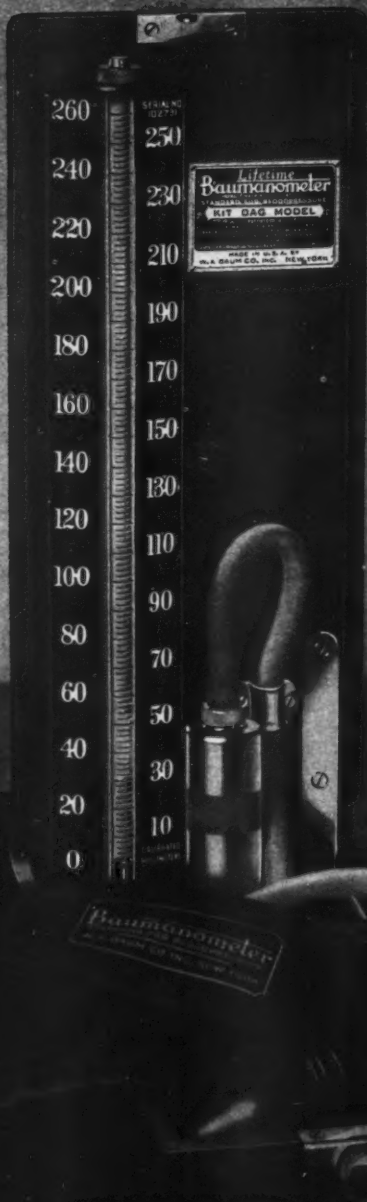
This is science and the only correct way to practice medicine; but let us pause a moment and review how medical students were educated in the days of the beloved old-time family doctor.

Back in the eighties the physician was trained primarily as an apprentice. The student would accompany his preceptor on his rounds, accept his diagnosis as the word of scripture and commit his shotgun prescriptions to memory.

"That's diphtheria!" the preceptor would say with conviction.

AND every time he saw a throat of like appearance, the student would whisper fervently, "That's diphtheria!"

This was the voice of authority, the positive undoubting conviction that the public worshipped and to whose memory they still cling. It was the spirit of the goatee. It answered the purpose when there was no way of proving whether the diagnosis was right or wrong. But, as every hospital attending physician knows, any attempt to as-



1916—1928

YEAR after year,
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—for although it is not in any
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The Baumanometer is, moreover,
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sume such an all-knowing attitude today would, likely as not, be met by a dozen negative throat cultures and a general ha-ha from an iconoclastic interne staff.

In other words, the more we know the less positive we become in our convictions.

The doctor with the goatee did not start his career in the dissecting room and the scientific laboratory. He began with actual contact with the sick. He did not think in terms of path-

"Free medical service... and that is the practical result of the nation-wide dispensary movement, has had a profound influence in deteriorating the value of the doctor's services...

ology, as we do today, but saw the illness largely from the patient's point of view. Thus he made up for what he lacked in scientific knowledge with a shrewd understanding of human nature. He had more of the layman's mental attitude with regard to sickness—and a more sympathetic viewpoint, too, it must be admitted—than the physician of today. That is why he was more popular.

He was vastly more warm-hearted, but also vastly less efficient.

Knowing what has been accomplished during the last few decades, physicians have every right to point with pride to their achievements. Science has invaded the realm of speculation in medicine, with the result that the medical man of today is trained far better than ever before.

This improvement has taken place not only in the ranks of recent graduates but among older practitioners as well; for, with the stimulation of scientific medical literature and progressive

medical societies constantly at hand, the older physicians of today show a commendable tendency to combine their years of experience with a thorough knowledge of up-to-the-minute developments in medicine.

The increasing stringency of the requirements for matriculation and graduation, vastly improved methods of medical education, and—above all—the inculcation of a scientific attitude into the medical mind have all done their share to make the 1927 physician the most learned and efficient in the annals of American medical history.

But just try to make that statement to a chance acquaintance of presumably average intelligence and see what a storm of scathing rebuke you will receive!

For the truth of the matter is that the doctor's prestige with the public today is extremely low. Everywhere his conscientious efforts to defeat the bacillus are met with distrust and suspicion. Some enlightened folk there are who appreciate the substitution

"...the socialization of medicine, the movement to make free medical attention as universal as suffrage can have but one effect; values are judged by comparison."

of science for folklore in medicine; but they are still outnumbered by the vast contingents from the proverbial state of Missouri who strangely link the doctor's advice for an operation with the fact that his old Dodge is about to be turned in for a new Packard.

Each year ten million persons in the United States receive free medical service in the various clinics. Several millions more
(Turn to Page 36)



If you would see an X-Ray Machine standing up under the Supreme Test-

visit the Coolidge Tube Department of the Victor factory in Chicago, where every Coolidge Tube sold in the United States is manufactured.

Here you will see standard Victor equipment—identically the same as sold to the Medical and Dental professions—used in the exhausting and testing of tubes. These machines are in continuous operation for nine hours a day, every day. Running at more than their rated capacities and subjected to more than normal strains, due to the gas present in the tube during all but the final stages of exhaust, tending to set up high frequency surges which in turn produce abnormally high voltages.

In this department you will see

standard Victor machines that have been used for this purpose for years. A Snook machine, for instance, shows a record of ten years in the department and was still in good operable condition when recently replaced by another Snook of a later model. In fact, the only time a replacement is made on any type machine is when a later model becomes available.

The equipment now in use in the Coolidge Tube Department includes 6 Snooks, 2 Snook-Specials, 7 5" 30 M. A. Transformers (as used in the Victor Stabilized Fluorographic and Radiographic Unit and the Victor Stabilized Mobile Unit) and 2 "CDX" transformers. The filament transformers and regulators, overhead switches, meters and stabilizers are likewise standard Victor equipment.

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A GENERAL ELECTRIC



ORGANIZATION

Organizing a Physicians' Credit Bureau

By Hugh F. Hazen

General Manager, Physicians' Credit Bureau, Inc.
Birmingham, Alabama

IN February, 1919, a group of physicians in Memphis met together and decided to create a credit bureau. They agreed to call it the Physicians' Business Bureau, Inc., and, after incorporation, issued 85 shares of stock at \$10.00 a share. The holders of the shares further agreed to pay a small annual assessment until the bureau would be entirely self-supporting.

From that day until March, 1922, or just one month more than three years, the bureau lay in a dormant state. It had been created, but it had not moved. The physicians knew that they should have a credit bureau, wanted one, but none of the members, apparently, had the time or experience needed to overcome the inertia of a new-born organization and start it rolling up the grade. There was the willingness, but not the execution.

This is not said in a derogatory spirit. The physicians of Memphis were not lacking in ability or push; but they were physicians, and not business men. It would have been the same in any other city; indeed it probably has happened more than once and I would be willing to bet that somewhere in the United States some group of physicians is up against the same kind of problem—namely, starting an extra-medical activity which they could not finish.

To go on with the story, it so happened that a layman, an experienced credit man, conceived the idea of starting a physicians' credit bureau in Memphis, a bureau which would be owned and

controlled by physicians, but managed by himself. Then he found that such a bureau was already in existence, but not running.

The final outcome was that he agreed to manage the Physicians' Business Bureau of Memphis, Tennessee. For the purposes of the story, I must confess that I was the credit man to whom this exceptional opportunity was given, and since that time I have been responsible for its management, as well as organizing and operating a similar credit bureau in Birmingham, Alabama.

The year 1926 showed net collections for the Memphis bureau's 300 odd members amounting to approximately \$133,000, or an average of a little better than \$11,000 per month for the year.

I BELIEVE the methods we used in establishing the Memphis bureau on a self-supporting basis will be helpful to physicians in other communities, who may contemplate a similar activity. We first secured 104 signed contracts or agreements (a copy of which is reproduced with this article). Each of these 104 members agreed to pay an assessment of \$18.00, payable \$3.00 cash, and \$3.00 per month for five months.

We needed the funds thus secured to get us under way before collections began to make the bureau self-supporting. An office was opened, a collector and stenographer retained, and with the accounts received from a few members we began.

Immediately the physicians in



Please note the following quotations from recent
medical literature in regard to the use of
salts of

O-IODOXYBENZOIC ACID

in the treatment of

ARTHRITIS

"...The most efficient drug treatment is subacute and chronic cases."—*Schauffler, J. A. M.A., November 19, 1927.*

"...Not a panacea for the arthritic, but it is the best single drug which has so far been developed."—*Jeffrey and Burns, Northwest Medicine, Dec., 1927.*

"...Cases of gonorrheal origin in which the results have been especially good. No recurrences have occurred in any of the gonorrheal cases treated."—*Service, J. Ind. S. Med. Ass., January 15, 1928.*

For further literature on this subject see:

Boston M. & S. Journal,

Feb. 24, Mar. 31, 1927

Journal A. M. A., Oct. 1, Dec. 24, 1927

Am. J. Med. Sci., Nov., 1927

Annals Int. Med., Jan. 1928

We are now marketing Ammonium Ortho-Iodoxybenzoate under the trade name of

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For Intravenous and Rectal Administration

We are also marketing Calcium Ortho-Iodoxybenzoate under the trade name of

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SAMPLES AND LITERATURE UPON REQUEST

Department M

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Established 1841



Memphis noticed a difference. Not only were accounts collected more satisfactorily than ever before, but the public became impressed by the existence of a collection bureau with the fact that a physician's bill was something to be paid. Many members have stated that their collections (outside of the accounts they turn over to the bureau) are from 25 to 50 per cent better.

During four years the Mem-

to 100 members. Each share carried an assessment of \$15.00. It has been more than a year since then and our progress has been very much like that at Memphis.

Some physicians' collection bureaus operate in conjunction with a regular Retail Credit Men's Association. We do not. I believe that an organization of this sort can function better alone and independent, specializing on its own particular line. The bureau

Agreement

THIS AGREEMENT made and entered into this _____ day of _____ 1928

by and between the Physicians' Business Bureau, Inc., a corporation of Memphis, Tennessee, of the first part, and _____ of Memphis, Tennessee, of the second part

Witnesseth:

The first party, the Physicians' Business Bureau, Inc., agrees with the second party, as follows, viz:

That it will maintain for the use and benefit of its members a credit rating bureau, which will furnish information, and advise as to how individuals pay their bills, such information to be strictly confidential.

The Physicians' Bureau, Inc., further agrees to issue a rating book by subscription at a charge not to exceed cost of production.

The Physicians' Business Bureau, Inc., further agrees that it will maintain a collection agency for the purpose of aiding in collecting and adjusting claims for its members.

The Bureau will accept accounts for collection on the following terms, viz:

A charge of 15% on all accounts in the city, with a minimum fee of \$2.00, provided same does not exceed 50% of the account.

On all claims collected by suit in Memphis, commissions will be not less than 25% of amount collected.

For collecting foreign accounts, a commission of not less than 25% will be charged.

No suit shall be brought on any account except by and with the consent of the owner thereof, and if such suit be authorized, the owner of the account must secure the cost of such suit.

All accounts given the Bureau for collection shall be delivered in statement form, and when request is made by the Bureau, said account must be sworn to.

When an account is placed with the Bureau for collection the above rate of commission is collectible whether same is paid to the client or to the Bureau.

Remittances of accounts are to be made monthly.

It is further agreed by the Physicians' Business Bureau, Inc., that it will require all of its employees, charged with the handling of its moneys, to furnish an indemnity bond conditioned upon the faithful accounting of all such funds coming into the hands of such employees.

In consideration of the above covenants on the part of the Physicians' Business Bureau, Inc., the party of the second part agrees that from the time this contract shall take effect, and until its termination, that the said Physicians' Business Bureau, Inc., shall be the sole and exclusive agent and attorney in fact for the handling of all and every account which said second party may place in its hands for collection, and to render such assistance to said Bureau in the settlement thereof as may be required.

This contract to take effect immediately and to remain in full force for one year from date and thereafter until terminated by either party, giving sixty days' written notice.

In witness whereof, both parties hereto have executed this contract in duplicate, at Memphis, Tennessee, the day and year above written.

PHYSICIANS' BUSINESS BUREAU, INC.

Per _____

No. _____

WITNESSES

this bureau handled approximately \$1,800,000 worth of delinquent accounts.

In March, 1927, I inquired of Dr. Cecil D. Gaston, then president of the Jefferson County Medical Society in Alabama, as to the feasibility of establishing a like bureau in Birmingham. The result was that I went before the society with my plans, and on March 22nd, 100 shares of stock at \$10.00 per share were issued

should have its own scale of commissions and handle its own collections without the aid of any outside medium.

I have not much faith in the regular commercial agency as applied to physicians. Of course there are many reputable agencies, but in the past physicians have often been imposed upon by "fly-by-night" agencies and other worthless collection schemes.

(Turn the Page)

We do not ask the doctor to send out any letters after he decides that an account has reached a state of delinquency. Usually ninety days is a fair time to wait, and if no satisfactory answer has been received to the doctor's own statements in that time, the account should be turned over to the bureau. The bureau will then write a courteous, short note to the patient requesting that some arrangement for payment be made. Two or three more letters may be sent as follow-ups before taking action. Collections are subject to a low commission.

The president of the Physicians' Business Bureau, Inc., Dr. H. B. Everett, has this to say of the Memphis activities:

"This organization has been in active operation now for almost six years. We are regularly incorporated under the laws of the State of Tennessee, have a charter, and the members of the medical profession own the entire stock in the organization. This was done to get the management of the organization out of the local medical society but to retain its management in the members of the local society.

"The requirement for membership in our organization is that one must be a member of our local medical society. A few months ago we took in the dentists and the requirements with them are the same. We also have hospital accounts.

"The first year we were in operation it was necessary for us to charge a membership fee, but after that time we were able to eliminate this fee and since then have relied solely on commissions earned from the collection of ac-

counts. The commissions range from fifteen to fifty per cent depending on the size of the account and the location of the debtor, and also whether the account is collectible without suit or by other means.

"We have a Board of Directors that meets once a month and discusses our problems with our manager and also deals with the matter of setting salaries and other remunerations for our employees.

"We have found the organization here has been of great benefit to us, since it has taught people to pay bills that heretofore have not paid been paid as they should and could have. We supply credit information to our members only, from our files as we have it. This does not in any way construe a black list, as credit information passed on to our members is for their use or guidance. They may go to see anyone they choose, and charge the account as they see fit. We do not try to regulate this feature.

"We have accumulated a surplus fund which we have to meet emergencies if any arise. We have not paid dividends to our members because it is not a money making organization, other than to make all collections possible.

"I think practically all the physicians in the city will agree that this organization has been of great benefit to them in collecting bills they otherwise probably never would have received.

"We have all of our employees bonded, not that we think they are dishonest, but simply as a further protection to our members."

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Usher
DIGI-

Tablets



Tincture

Smith
TALIS

Infusion

In "Cat Unit" doses. Puts Digitalis administration on a scientific basis. Write for booklet "Back to Withering," describing the Eggleston dosage; sent with complimentary trial package.

Usher Smith Co.



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*Read why so many physicians prescribe
Mistol with complete confidence*

FOR the acute conjunctivitis of hay fever, soothing Mistol brings blessed relief . . . Its emollient action aids in allaying the paroxysms.

Mistol is applied with the unique Mistol dropper. The patient tilts his head far back and lets Mistol drop into each nostril until it runs down the back of the throat.

No inflamed part of the mucous membrane escapes this oily preparation that spreads in a thin protective film. There is no possibility of sinus trouble, since no force is used in application.

Mistol remains in contact with the mucous membrane long enough to exert its full effect. It is not easily washed away by natural secretions. Its viscous quality causes it to cling tenaciously.

Mistol forms a veritable armor against pollen which is generally conceded to be the exciting cause of hay fever.

Mistol was evolved in co-operation with leading nose and throat specialists. Its base of liquid petrolatum forms an ideal vehicle for correctly proportioned menthol, camphor and eucalyptol.

Sold in original sealed cartons
containing a two-ounce bottle and Mistol dropper

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Pictorials

Central Park, N. Y., contains this bronze statue of Balto, the Eskimo dog whose record run to Nome with serum several years ago has been thus commemorated. (Photo by Galloway)

(Bottom) This million dollar sanitarium for the treatment of diabetes by a "new and deeply guarded method" is being built at Cleveland, Ohio. (Insert) The huge steel tank, said to be the main feature of the sanitarium, and which is the subject of much mystery. (Photo by P. & A.)

Turn to
Page 40
For More
Pictorials





(Top) Charles A. Eastman, M.D., one of the best known Indians of America, has been sent by the Brooks-Bryce Foundation of New York, to England, to lecture there on Indian life and customs. His Indian name is "Ohiyesa".
 (Bottom) At a campaign for homeless children in London, baskets of the children themselves were wheeled out to do their own campaigning.

BAUME BENGUÉ

ANALGESIQUE

Produce of BEN GAY

SUSTAINED AND INCREASING
PRESTIGE

1893

1928



For Pain Relief

has been the first thought of physicians for over thirty years when prescribing a counter irritant and analgesic for the relief of aches and pains. Excellent in rheumatism, gout, lumbago, sciatica, headache, chest colds, and the stiffness and soreness met with in strains, sprains, stiff-neck, etc.

Write For Sample to
THOS. LEEMING & CO., INC.
525 6th AVE., NEW YORK

How I Got My Start in Practice

Continued from Page 23

patients. If a doctor can SPEAK, let him make speeches—somewhere—only make them. If he can write—let him WRITE. Let him sing. Let him do something to make music for his band.

The public will know you only for what you do—not what is hidden in your mind or body.

One word, especially to the beginner. **KEEP YOUR PROFESSIONAL AND PERSONAL INDEPENDABLE.** That is, don't be under obligations to medical supply houses, insurance com-

panies, claims adjusters, or in fact to anyone.

Pay for what you call for and insist on being paid for your work.

You can love your profession as dearly by being business like, and in the long run you will be more respected and more of a real asset to yourself and those depending upon you.

Because you are a doctor is no excuse for your name being on the list of poor business men.



Who Pays the Taxes?

Reported by Lawyer Hayward



TO have and to hold unto the said doctor, and his assigns, for and during the term of five years from the date hereof, yielding and paying therefor in each and every month, the monthly rental of \$125," the doctor's lease stated.

Six months later the city presented a tax bill on the building in question amounting to \$583.74.

"Present it to the doctor, he's the proper party to pay," the landlord advised.

Fifteen minutes later the doctor telephoned.

"What's the idea of sending that tax bill to me?" the doctor demanded.

"You're the lessee—you have the entire control and possession of the building for five years, and it's your duty to pay the taxes," the landlord declared.

"I'm the occupant, but you're the owner. You can pay your taxes, or let the city sell the building," the doctor retorted—and rang off.

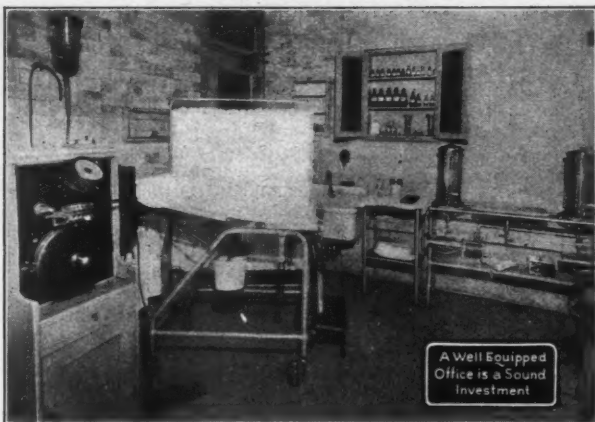
And the doctor was quite safe in "standing pat," as if there is no agreement to the contrary, it is the duty of the landlord to pay state, municipal, and city taxes and assessments imposed by law upon the leased premises, a rule which has been approved by the Alabama, Illinois, Iowa, Louisiana, New York, Pennsylvania, Tennessee and Wisconsin courts.

Who Uses "CILKLOID" Surgical Dressings?

The Doctors and Hospitals of the United States, Canada and several more distant countries, who believe it both economical and professional to make use of accepted modern improvements in equipment and supplies, use either or both Impervious and Perforated Forms of CILKLOID. They procure it from their regular Instrument or Supply Houses that carry all forms for their convenience.

THE CILKLOID COMPANY

Marshalltown, Iowa



"PUT-PUT-PUT"—said the first automobile. "Ah—wonderful!" said the doctor. And he bought it.

He discarded the old car years ago, but he still clings to his 1900 office equipment. We seriously urge him to correspond with the following manufacturers.

Furniture

Allison Office Furniture

W. D. Allison Co.,
Indianapolis, Ind.

American Metal Furniture

American Metal Furniture Co.,
Indianapolis, Ind.

Specialists' Office Outfits

Sorensen Diagnostic Treatment Cabinets

C. M. Sorensen Co.,
Long Island City, N. Y.

X-Ray Equipment

Engeln

Engeln Electric Co.,
Cleveland, Ohio

Victor

Victor X-Ray Corp.,
Chicago, Ill.

Wappler

Wappler Electric Co.,
Long Island City, N. Y.

Physiotherapy Equipment

Engeln

Engeln Electric Co.,
Cleveland, Ohio

Hanovia Alpine Sun Lamps

Hanovia Chemical & Mfg. Co.,
Newark, N. J.

McIntosh Diathermy

McIntosh Electrical Corporation,
Chicago, Ill.

Victor

Victor X-Ray Corp., Chicago, Ill.

Wappler

Wappler Electric Co.,
Long Island City, N. Y.

Sterilizers

Castle Sterilizers

Wilmot Castle Co., Rochester, N. Y.

Office Scales

Continental Scales

Continental Scale Works, Chicago, Ill.

Detecto Scales

Jacobs Bros. Co., Brooklyn, N. Y.

Detecto-Lette Baby Scales

Jacobs Bros. Co., Brooklyn, N. Y.

THIS MONTH'S FREE LITERATURE

A tabloid guide for keeping up-to-date on manufacturers' literature and samples

La Tribune Medicale: An interesting periodical which will be mailed gratis to all French-reading physicians in the United States; by the Laboratoire de Pharmacologie, Inc., 92 Beekman St., New York.

Ultra-violet Infra-red Radiant Therapy: A 46-page illustrated booklet offered by Britesun, Inc., 1115 N. Franklin St., Chicago, Ill.

The Direct Route to Comfort: An exceptionally readable folder on artificial limbs, offered by the J. F. Rowley Co., Chicago, Ill.

Creditors' National Collection System: A circular describing the system and its advantages is offered by The Creditors' National Protective Association, 710 Federal Street, Chicago, Ill.

Diagnosis of Sterility: A readable and attractively illustrated booklet on a sometimes troublesome subject. Offered by Reed and Carnrick, 155 Van Wagenen Avenue, Jersey City, N. J.

Mental Disorder: A decidedly fascinating booklet describing the differentiation and treatment of mental disorders. Write the Dios Chemical Co., Saint Louis, Mo.

Heat That Freezes: Describing the new marvel of gas refrigeration, interesting to read for its own sake. Write Servel Sales, Inc., 51 East 42nd St., New York.

New Ampoule Solutions: A recently issued circular which every physician will find convenient for reference. Write the Swan-Myers Co., Indianapolis, Ind.

Typical Medical Uses of the Carbon Arc: A new booklet summarizing the recent literature on carbon arc light therapy is offered by the National Carbon Company, Cleveland, Ohio.

Samples of Angostura: Physician's samples of this well-known preparation are offered by the Angostura Bitters Agency, Inc., 14 East 46th St., New York.

X-rays: A 64-page book, replete with valuable data. A veritable text-book on the subject, and offered gratis by the Eastman Kodak Co., Medical Division, Rochester, N. Y.

Samples of Castolay: A full-size professional cake of Castolay, a pure castile soap, is offered by physicians by The Andrew Jergens Co., Cincinnati, Ohio.

FOR "TRIPLE TONIC EFFECT", PRESCRIBE

Guiatonic

Samples and Literature on Request.

WILLIAM E. WARNER & CO., Inc., 113 W. 18th St., New York

combining the action of a stimulating intestinal antiseptic; a powerful adjuvant in bronchial affections; a general systemic tonic.

Shall We Persist in Spoiling the Public?

Continued from Page 27

also take advantage of free service by the simple expedient of disregarding the doctor's monthly statement. It has been estimated that 40 per cent of all medical accounts are never collected.

Free medical service for the asking—and that is the practical result of the nation-wide dispensary movement—has had a profound influence in deteriorating the value of the doctor's services;

may buy a new car nowadays with the full assurance that he will receive more than his money's worth.

Suppose that water cost ten dollars a glass. It would be well worth it. But it is free and, being free, treated with contempt.

The socialization of medicine—that is, the movement to make free medical attention as universal as suffrage—can have but one effect; for we must always remember that *values are judged by comparison.*

A concrete example will serve to illustrate the point. Mrs. Brown, living in a small town in North Dakota, is unable to resist the lure of too much bread and jam. Having no alternative, she steps into the doctor's office on Main Street and considers that she has made a good deal when she recovers her gastric peace for a reasonable fee.

Now Mrs. Smith, living in the heart of New York, suffers from the same temptation. She has made up her mind that nobody but Dr. Jones will do. But still she has a choice. Dr. Jones has an office, but he also works in a free clinic. Not being in a difficult financial condition, Mrs. Smith calls up the doctor's office for an appointment, and incidentally to find out his charges. When she learns that a consulta-

"The increasing stringency of the requirements for matriculation and graduation, vastly improved methods of medical education, and...

for it is an elementary lesson of economics that values are judged by comparison.

This statement is substantiated by the influence of the Ford car on the automobile market. The cheapness of the Ford has kept all automobile values down to such an extent that any moron

For Children's Ailments!

R. ANGIER'S EMULSION

For ordinary Coughs and Colds—Whooping Cough—For Scrofulosis—Malnutrition and Digestive Disturbances—and for Bowel Troubles, a consistent use of ANGIER'S EMULSION will afford marked relief and great benefit. Pleasant to take, soothing, and an effective bowel regulator, Angier's Emulsion is useful for children of all ages—even infants.

On R at all drug stores.

ANGIER—BOSTON 34, MASS.

Unnecessary

Why

subject your
patient to

This?

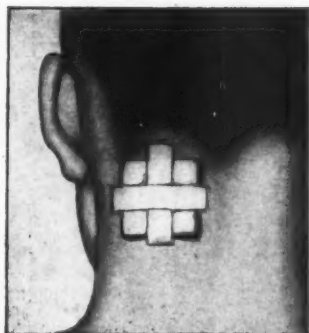


*Stannoxyll has superseded
the cruel Lance!*

Unnecessary Dressings

THE OLD-fashioned treatment of boils was attended with three unnecessary features of a most disagreeable nature; that is, pain from the crucial incision, annoying surgical dressings, and frequently a disfiguring scar. But these three nuisances are now largely things of the past, thanks to effective tin and tin oxide therapy.

To plunge a knife through a heavily infected area into healthy tissue is not only unnecessary but also unsafe. The



Many authorities have abandoned local treatment for boils in favor of internal treatment with Stannoxylin.

great protecting wall formed by the body to keep the boil a localized infection is destroyed by the sweep of the blade. Then the waiting staphylococci find their opportunity to sneak into adjacent tissues and cause further trouble.

To persist in using the lance in spite of the danger of complications caused thereby and the dictates of pathology, experience and common sense, is *now* entirely unnecessary.

Unnecessary Disfigurement

SCARS on the neck—how ugly they look in after years!

And each one is a memorial to a painful experience—a cruel plunge of the lance and weeks of discomfort. Small wonder that the surgical treatment of boils, other than for simple fluctuation, has been called “criminal”!

“Incision, which is so generally recommended, is, in my opinion, quite unnecessary, unless the furuncle is large or deep-seated. In the ordinary case, it in no way influences the course of the lesion and is very painful.” This is the

A disfiguring scar is frequently the result of a hasty crisscross incision. Use StannoxyI instead.



statement of Dr. M. B. Hartzell, appearing in his book, Diseases of the Skin.

“Never have I been a friend of the knife in the treatment of furunculosis,” writes Dr. Th. Zechlin. And Dr. J. Darier, in his Text-Book of Dermatology, states, “I have never found it necessary to incise a furuncle.”

Authority is opposed to the lancing of boils!

A TYPICAL RESULT WITH STANNOXYL


A lieutenant, aged 40, had two angry-looking boils on his neck. Scars on the neck and scalp from previous boils were plainly visible. Culture yielded growths of *Staphylococcus aureus*. "After two days' treatment with Stannoxyl the tense feeling complained of in neck had practically gone and the condition was greatly improved, while two days later condition had quite cleared up. No return two months later. Patient only took in all 20 comprimés (tablets) of Stannoxyl."

Reported in the *Lancet* by Dr. Arthur Compton,
Captain, Royal Army Medical Corps, and Research
Assistant, Pasteur Institute.

Stannoxyl

Tin

and Tin Oxide



Stannoxyl is supplied in bottles 80 Tablets.
Dosage: 4 to 8 tablets daily—0.5 to 1 gm
—with a little water after meals.
Advertised to physicians only. Obtainable at
all leading prescription pharmacies.

Manufactured in France by Laboratories,
Robert et Carrière, Paris.

Sole Agents for U. S. A.

The Anglo-French Drug Co.

1270 Broadway, New York

Complete literature and samples upon request.



tion will cost five dollars, she is petrified with horror. So she visits Dr. Jones' clinic and receives his advice gratis.

This experience has happened to me not once, but dozens of times. I am mentioning it not as a sad lament against a public imposition, but simply in support of an inflexible economic law: it is hard to sell something that can be obtained free.

If a philanthropist opens a store on Main Street and gives a free loaf of bread to everybody who can submit evidence that he has a good appetite, what will become of the other bakers?

I do not wish to be understood as urging the abolition of free medical service for those who cannot afford the fee; for free dispensaries accomplish a great deal of public good, notwithstanding the fact that many of their physicians are poorer than the patients whom they treat without charge.

But a free list of 10,000,000 persons per annum—remembering that by no means all of the 110,000,000 people in the United States consult a physician every year—is a liability that eats heavily into the profits of practicing medicine. And, after all, the care of the sick is a community obligation. There is no reason in the world why any physician should be called upon to take this burden on his own shoulders. If the patient himself

cannot pay a minimum fee for necessary medical attention, the taxpayer should.

It needs no argument to support the contention that the physician of 1927, with his splendid scientific foundation and exact methods of diagnosis and treatment, is far superior to his predecessor with the goatee. That is what the public must be made to realize.

...above all, the inculcation of a scientific attitude into the medical mind have all done their share to make the 1927 physician the most learned and efficient in the annals of history."

We have spoiled the laity by giving too much and asking too little; by thinking only of the conquest of disease and never of our own welfare; by shouldering the burden of the free clinic, which should be entirely a community obligation; by allowing 40 per cent of bills to remain unpaid; and—most of all—by failing to advertise collectively the marvelous advances achieved by the medical profession.

DANISH OINTMENT

(TILDEN)

The approved twenty-four hour treatment for Scabies

Price per pound.... \$1.28 Per dozen 2-ounce jars.... \$3.00

—A Trial Will Convince You—

THE TILDEN COMPANY

Pharmacists and Chemists since 1848

New Lebanon, N. Y.

::

::

St. Louis, Mo.

A Film-Removing Agent

that conforms with latest day trend
of dental opinion

SHOULD the Pepsodent formula change tomorrow—as it has frequently progressed—you will know that dental opinion itself has changed.

That is its maker's sole objective; to keep Pepsodent constantly abreast the dominant authority of the day in combating mucin plaque . . . the bacterial plaque held largely responsible for decay and pyorrhea.

As clinical findings are made known and new practices established, Pepsodent's formula is revised to correspond.

In meeting that opinion a better type of tooth paste has been developed. A tooth paste that

meets the most rigid professional requirements of TODAY in correct film removal from the teeth, and in firming and giving finer tonal qualities to the gums.

Pepsodent, we believe, merits your consideration primarily because it is compounded for dentists as the profession itself prescribes.

Urging its use three times a day and oftener where gums lack tonal quality or teeth are unusually subject to decay has become a universal practice.

May we send you a full-size tube to try, together with further literature and data? We shall appreciate receiving the coupon below.

THE PEPSODENT CO.

565 Ludington Bldg., Chicago, Illinois

Please send me, free of charge, one regular 50-cent size tube of Pepsodent, with literature and formula.

Name

Address

Enclose card or letterhead 2263

New Shapes in the Sky

Continued from Page 21

to possess therapeutic value. Adjoining the electro-therapy rooms will be a hydro-therapy department containing shower bath, intestinal bath, tub bath, hot dry-room, steam-room, and other equipment, making it possible to give care to patients requiring Battle Creek treatments. This complete physio-therapy department will be under the direction of a specialist who will give full time to the Institute.

East of the accident and emergency waiting room will be the X-ray laboratory, making it convenient for emergency patients to receive X-ray examinations. The deep therapy room adjoins the X-ray laboratory. The roentgenologist will be a full-time specialist, thus making it convenient for other clinicians to consult with him whatever time of day patients may visit the Institute. Arrangements have been completed for securing the services of a radium-therapist with a quantity of radium valued in excess of \$200,000.

The Institute will be conducted on a sound, business basis, an effort being made to eliminate waste and set up a standard of economy. All money saved shall accrue to the financial benefit of the patient making it possible to give care to all classes of patients at a cost commensurate with what they can afford to pay. No clinician will ever talk "cost" or "price" to any patient. The matter of "dollars and cents" will be handled solely by a business executive.

The Medical Director's office will join the suite of rooms plan-

ned for gynecology. Nothing will be left undone in equipping and furnishing this suite so as to meet the approval of the most fastidious. A full-time gynecologist, whose reputation is well known, has been secured to head this department. The southeast corner of the first floor is for the treating of patients with diseases of stomach, gall bladder, rectum and intestinal tract.

Realizing the great importance of giving proper care to the eye, ear, nose and throat, almost the entire west side of the Trinity wing has been allotted to the departments of ophthalmology, otology, rhinology, laryngology and bronchoscopy.

A well equipped clinical laboratory will adjoin the full-time pathologist's office on the second floor. Syphilology and dermatology will have adequate quarters with both these specialties under the direction of the same specialist.

Dentistry should not be looked upon as a separate profession, rather as a specialty of medicine and surgery. Clinicians are frequently handicapped to secure complete X-rays of all teeth of all patients and then afterward to get the proper interpretation and have scientific dental treatment administered at a cost which the patients can easily afford to pay. Therefore, the Medical and Surgical Institute of Southern California has provided spacious quarters for the department of dentistry and oral surgery and has completed arrangements for full-time dentists and for the

IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA

PINEOLEUM

Free on request: 1/2 doz. new Pipet packages or \$1 Improved Oil Nebulizer
The Pineoleum Company, Dept. ME, 52 West 15th St., New York City

consultation services of one of the country's foremost authorities in oral surgery.

There will be a separate, complete unit, including reception room, for orthopedics. All fractures and deformities, requiring appliances and plaster casts, will be treated in a separate room especially equipped. The orthopedist will have everything at his command to do the very best of work in this most important specialty. Other specialties such

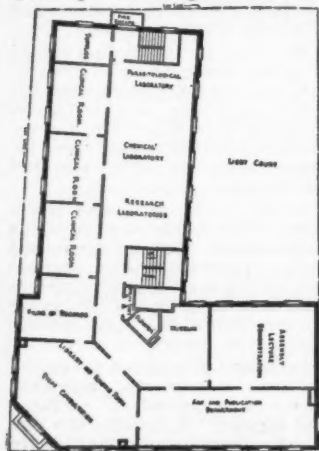
full-time neuro-psychiatrist.

The urology department will be across the hall opposite the roentgenologist and adjoining the operating room, making it possible to perform cystoscopic examinations, make pyelograms and give intravenous injections with the least amount of inconvenience to the patients, the urologist and the roentgenologist.

No department has been given more consideration by the architects than that of pediatrics. Pediatric patients will have a private waiting room directly opposite the elevator on the second floor. The decorative details and furnishings of this reception room will be carried out in a manner to appeal to the children. It will communicate with three other rooms for use of pediatrics.

There is a crying demand, on the part of the public, in behalf of expectant mothers who are poor, for them to be able to secure first class pre-natal care, confinement, and postnatal treatment. It will be the duty of the obstetrician to take care of the expectant mothers from the beginning of pregnancy to delivery in exactly the same manner as obstetricians to their private patients, but at a cost, regardless of how small the price may be, which they can afford to pay.

No patient will be treated, excepting in emergency, without a complete history first having been taken. The historian will have an office of his own. It will be his duty to secure complete histories of all patients. Each specialist will afterward be required to complete the histories for his own department. All patients before dismissal will have complete records. In accordance with



THIRD FLOOR

as chest diseases, heart diseases, and metabolic diseases, have been amply provided for.

Neurologists are giving more attention to endocrinology, and therefore the neurology and endocrinology departments have been placed adjoining each other so that patients with nervous diseases or endocrine disturbances will be under the care of the one

INTENSIVE STUDY OF *Rectal Diseases* MADE POSSIBLE BY

"THE MOTION PICTURE COURSE IN PROCTOLOGY"

J. F. MONTAGUE, M.D.F.A.C.S.

THIRTY EAST 100th STREET

NEW YORK CITY



HALEY'S M-O Magnesia-Oil

excels because it not only lubricates but also promotes easy bowel evacuation and opposes and corrects **HYPERACIDITY**.

The oil *brings and holds* the antacid into close and prolonged contact with fecal contents and bowel mucosa. The emulsion is uniform, permanent, stable and palatable.

Each tablespoonful contains Milk of Magnesia (U. S. P.) 3 iii , Liq. Petrolatum (U.S.P.) 3 i . Unequalled in **HYPERACIDITY, GASTRO INTESTINAL FERMENTATION, FLATULENCE, PYROSIS, ULCER**, gastric or duodenal, **STASIS, AUTOINFECTION, CONSTIPATION, PREGNANCY, HEMORRHOIDS**, and in infants, children, the aged or infirm, also for post-operative use. **HALEY'S M-O, Magnesia Oil**, is also an incomparable antacid mouth wash and is extensively employed by dentists.

Generous sample on request.

THE HALEY M-O Company, Inc.

Geneva

New York

Pictorials

(Continued)

(Top) Dr. Thorvald Madsen, director of the Serum Institute at Copenhagen, and president of the Hygienical Section of the League of Nations at Geneva, recently visited India for the purpose of studying cholera conditions.



(Bottom) A recent outbreak of cholera in Java, Dutch East Indies, resulted in thousands of natives and Europeans presenting themselves for anti-toxin injection. Cultist propaganda against anti-toxin treatment is not, apparently, a problem in Java.





(Top left) Professor Johannes Fibiger of Copenhagen, winner of the 1926 Nobel prize in medicine and physiology, recently received his award in Stockholm, after a year's postponement. (Top right) Elizabeth Neil, M.D., an Oakland physician, is said to be the first woman doctor to use the airplane in reaching distant patients. (Bottom) Internes at the General Hospital, Cincinnati, attending a laboratory period in baby-feeding.

SURGICAL



DRESSINGS

NEW! A double feature container for Adhesive

Another Exclusive BAY Improvement
(Patents Applied For)

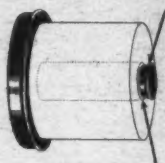
1

When you unroll the adhesive,
the core does not turn in the hand.

Think of That!

The adhesive unrolls from a hollow tube which revolves around a stationary core attached to the cover. Simple and effective isn't it? Biggest improvement in the put-up of adhesive plaster for a half century.

Hollow tube upon which adhesive is wound, and which revolves around core



Metal core permanently attached to cover of container

2

It is a combination container and adhesive roll. The adhesive roll is attached to the cover. The adhesive is permanently protected against dust and dirt. A practical and convenient form for a doctor's bag, medicine chest and for general use.

Made in the following sizes:

$\frac{1}{2}$ inch by 5 yards	2 inches by 5 yards
1 inch by 5 yards	3 inches by 5 yards
1 $\frac{1}{2}$ inches by 5 yards	

ALSO IN 10 YARD LENGTHS

Ready for delivery June 1st
No advance in prices
Place your orders now!

THE BAY COMPANY, Bridgeport, Conn. M. E. 10

GENTLEMEN: Send me free sample of BAYHESIVE, in the new double feature container.

Name.....

Address.....

Dealer's Name.....

BAY'S SURGICAL DRESSINGS Are Marketed Through All Supply Dealers

the principles of the American College of Surgeons, all records will be numbered and classified so as to be of value, at a later time, not only to the patient but also for research.

There will be an assembly hall for lecture purposes and for the demonstration of interesting

cases. This phase of work which will be done in the Medical and Surgical Institute of Southern California might properly be interpreted as the nucleus of the beginning of organized and systematized post-graduate instruction in Los Angeles which may possibly grow with time into a worth-while post-graduate school.



Give the Office a Cheerful Face

Continued from Page 11

There is a soft toned dark maple table. It may be a simple gateleg or a butterfly table. But it must have some sort of decorative character—i.e. indicate that its designer was fully conscious of the silhouette which such an article makes against a wall and therefore vary the contour enough to have it of real interest. A pair of plain maple chairs, equally interesting in shape are used to balance it.

By the window—which has a gorgeous green and red chintz curtain—costing \$1.65 a yard—there is also placed a big upholstered chair. This has a plain green linen slip cover bound with red—easily laundered. A wicker settee has a checked red, green and yellow gingham for covers—with two or three pillows in plain tones of the same. Two other wicker chairs have the plain gingham, bound with contrasting colors.

Perhaps there is another arm

chair in maple—a straight one—for many people prefer to sit in the straight, stiff chairs. This might be a slat back, with rush seat to give variation—or it might be a wooden seat with a little flat pad of the material like the curtains. Good prints, interesting and colorful can now be obtained at reasonable prices.

One of these, framed in contrasting color could be hung over the settee. A standing lamp, a good table lamp—and the room has a splendid start. One would not mind in the least having to wait there—and quite possibly curiosity would keep the attention elsewhere than on self.

This is but a simple illustration of a few very homely facts about the use of carefully selected line and color. To get a satisfactory result is by no means always a matter of great expense. It may be quite the contrary—radically inexpensive. It is a fact

(Turn to Page 56)

In DIARRHEAS of various ORIGIN

Tannalbin

Samples of Tablets from E. Bilhuber, Inc., 25 West Broadway, New York

German Health Resorts

Extend a most cordial invitation to you and your patients



NAUEHEIM

Sprudelhof.

NAUEHEIM

Near Frankfort, o.M. World-famous carbonic acidulous brine thermæ (about 90° F.). The world's therapeutic spa for—

Heart Diseases,
Arteriosclerosis, Rheumatism,
Gout, Spine and Nerve
Ailments.



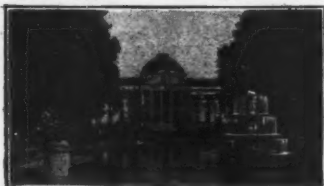
PYRMONT

Palm Garden.

PYRMONT

In the Weser Mountains. Carbonic Acid, Iron, and Mud baths. The resort famous for—

Heart Diseases, Women's
Ailments,
and Troubles of the Nerves.



WIESBADEN

The Kurhaus.

WIESBADEN

"The Riviera North of the Alps." Famous for its location, beauty, and high class entertainments, and for its health giving springs for—

Digestion, Chronic Catarrh,
of the Stomach and Affections
of the Respiratory Organs.



WILDUNGEN

Fuerstl. Bad-Hotel.

WILDUNGEN

Near Cassel. Prescribed diets are obtainable. Reasonable rates. The leading resort for the treatment of—

Disorders of the Urinary
System.

Reductions to Physicians and their families. For letters of introduction, literature and further information apply to

German Health Resorts

630 FIFTH AVENUE, NEW YORK CITY

Telephone Circle 0246-7-8

For respective Mineral Waters, Salts, Pastilles, etc. apply to
SPA PRODUCTS, INC. Importers, 164 Fifth Avenue, New York.



Tours & Cruises

for physicians
and patients

Physicians' Tour of Europe: This, we understand, is a trip of six weeks, for physicians only, and costing \$600 from New York to New York. A circular describing the tour is offered by Lifsey Tours, Inc., 527 Fifth Ave., New York.



The Story of Hawaii: A magnificently illustrated booklet that ought to stir anybody's soul. Write Hawaii Tourist Bureau, 828 Fort St., Honolulu, Hawaii.

Land Cruises: Some enchanting trips about England, described in a booklet offered by the Great Western Railway, 505 Fifth Avenue, New York.

1929 Franconia Round the World Cruise: A folder describing the itinerary, offered by Thos. Cook & Son, 585 Fifth Avenue, New York.

Escorted European Tours: A goodly number of suggestions for 1928 vacations, with attractive illustrations. The address is Simmons Tours, 1328 Broadway, New York.

Summer Tours: A book of tours through our own Great West, with illustrations that make an effective argument for the phrase "See America First." Write Department of Tours, Chicago and Northwestern Railway, 138 So. Clark St., Chicago, Ill.

Steamship Sailings: A catalog of just about everything that is going to sail from anywhere to anywhere during the next few months. Write the American Express Co., 65 Broadway, New York.

In Europe—Still Room to Park the Car: This 32-page booklet is fascinating, whether you contemplate taking your car to Europe or not; if you do, it is indispensable. Write the European Auto Travel Bureau, 173 Newbury Street, Boston, Mass.



Around and Across America: Through the Canal, and back home by rail, and a very pleasant trip, it seems. The Panama Pacific Line tell all about it in their little folder, issued from their office at One Broadway, New York.

DR. POLLARD'S HIGH TENSION STETHOSCOPE

A SCOPE with which you can hear the heart sounds through an overcoat, coat and vest, and with which you can easily hear the fetal heart sound. The regulation binaurals are furnished with this stethoscope. **TRY IT A week, if not satisfied return and your money will be cheerfully refunded. If not able to secure from your dealer, order direct. Postpaid price, \$8.00.**

JOHN D. POLLARD, M.D.

3609 Flournoy St., Chicago, Ill.



A convenient, painless Bismuth preparation recommended in the treatment of Syphilis

Bismuth-Quinine Iodide Fitch
Suspension in Olive Oil

particularly deserving the Medical Profession's consideration in

*Tertiary lesions of the mouth

*Symptoms of tabes

*In cases of Syphilis resistant to the treatment of Arsenicals and Mercury

(*Lancet, London, 1927, I, 148 and 199.)

[Packed 16 or 100 ampuls to the box in three strengths
—No. 71—0.10 Gm, No. 72—0.20 Gm and No. 73—0.30 Gm
Also in 2 oz. Jars.]

Fill in and mail coupon for complete catalogue of our entire line of ampuls

.....

WILLIAM A. FITCH, Inc.,
100 West 21st St., New York, N. Y.

You may send me your complete catalogue.

Dr.

.....

The Doctor and His Investments

Continued from Page 13

mours & Company and the Allied Chemical Company are research leaders. Through research in this field, the Vanadium Corporation of America has recently developed in the laboratory 150 new chemical compounds with a metallic base, which may ultimately change the whole character of its business. For nearly twenty years, the company has exploited metallurgical uses of its rare ores; now as a result of a new type of research it has set out to develop chemical uses of its ores.

Dr. B. D. Saklatwalla, a native of India and an engineer of German training, who is vice president and chief of research of the Vanadium Corporation of America, in this connection, recently told me:

"In the past, we limited the exploitation of our ore deposits to the metallurgical field, concentrating on ferro alloys, which we have sold to the steel companies for use in the manufacture of steel products, which have been used chiefly by the automobile industry. Now we are going a step further and will exploit our ore deposits in the chemical field.

"Our products, when used by the chemical trade, will tend to promote economies.

"We are placing especial emphasis on catalysts, which are

substances which accelerate a chemical reaction without entering the product of the reaction. We feel that industry is on the verge of a remarkable development in engineering aspects of catalytic technique — how to handle catalysts in vessels and tanks. We want to be pioneers in this movement."

This specific case is a sample of what is universally going on in the laboratories of the best managed standard industrial corporations. The automobile industry, with the freshness of youth, has been a leader in research. The General Motors Corporation has of course been at the forefront of this development.

On a recent trip to Wilmington, Del., I discussed the business aspects of applied science with Dr. Charles M. A. Stine, research director of the du Pont Company. At its home office, the company spends \$2,000,000 a year on research.

"If the nineteenth century," said Dr. Stine, "was known as the age of iron and steel and machinery, the twentieth will be known as the era of applied science. We are just now at the threshold of progress based on practical research.

"To some extent inventions are becoming less accidental. Some new products are definite-



BOILS AND STYES

should not be opened, unless simple fluctuation be present. They may be treated by mouth with

STANNOXYL

Pure Oxide of Tin and Tin Metal

Advertised only to physicians and obtainable at all leading pharmacies.

Samples and literature on request.

THE ANGLO-FRENCH DRUG CO.

1270 Broadway - - - New York City



Doctors who have used them say—

**“Handy” “Authoritative” “Convenient”
“Welcomed by Patients” “Long Needed”**

You too will find these Diet Charts indispensable

THIS IS WHAT THEY ARE

Authoritative, handy charts compiled from recognized sources; printed in attractive form ready for constant reference; definite instructions;—a memorandum space on each for specific instructions you may care to add.

THIS IS WHAT THEY DO

Relieves the patient of uncertainty. Each chart definitely tells what foods to eat, when to eat them, and in what quantities.

Saves you from annoying phone calls between visits.

Increases the patients confidence in you because he has a guide that can be consulted at anytime in your absence.

Also makes the patient admire your efficiency.

KEY* TO DIET CHARTS

- Form 9—Anaemia. (Liver Diet.)
 “ 10—Mucous Colitis.
 “ 11—Diabetic Chart.
 “ 12—A Day's Food Plan for Children 1 to 2 Years Old.
 “ 13—A Day's Food Plan for Children 2 to 4 Years Old.
 “ 14—A Day's Food Plan for a Child 4 to 6 Years Old.
 “ 15—A Day's Food Plan for the Expectant Mother.
 “ 16—A Day's Food Plan for the Nursing Mother.
 “ 17—Janeway's Convalescent Gastric Diet Chart, Nos. 1 and 2.
 “ 18—Purin Free Diet Chart for Gout and Allied Conditions.
 “ 19—Ulcer of the Stomach Diet Chart. (Sippy's Diet.)
 “ 20—Obesity Diet Chart.
 “ 21—Nephritis Diet Chart.
 A.—Karrell's.
 B.—Chronic Nephritis.
 “ 22—Anti-Constipation Diet Chart.
 “ 23—Hyperacidity Gastric Diet Chart.
 “ 24—High Blood Pressure Diet Chart.
 “ 25—Gall Stone and Hepatic Disturbance Diet Chart.

*For physiological reasons the title is omitted on the charts but each chart has its number and you select the one that applies to the condition from your key that is furnished with each set.

Guide for Prospective Mother.

A 12-page booklet complete in every detail; covers prenatal and puerperal care. Also care of newborn.

50 copies—\$6.00.

OSCAR BAER, M.D.,
3903 Lewiston Road, Niagara Falls, N. Y.

Enclosed is my check for \$16 for 425 (25 of each of the 17 charts as listed above) diet charts.

(Print your name as you wish it to appear on the cover of each chart. This is done without extra cost.)

Name
 Street Number
 State

ly planned and worked out in the laboratory to meet a need. Duco is that type of product. The automobile industry sensed a need for a finish which would dry quickly and retain its luster, and called upon the chemical industry to develop such a product.

"In our own research laboratory we are all open to new ideas from outsiders. It is fatal to be prejudiced in favor of our own intellectual children."

Perhaps these sentiments will help to dislodge from the minds of inexperienced investors the notion that the great corporations are rocks of ages, which resist new scientific tendencies. Of course, it is sometimes true that for business reasons a big company will lock up a new patent in its safe rather than render obsolete its existing equipment. That practice was common in pre-war days. It is becoming less common. The notion is growing that progress is inevitable, and companies are competing to be the first on the bandwagon.

There is another aspect to this question of novelty as it affects investment policy. Before our eyes new infant industries are born. Less than a decade ago it was the radio business. Now it is the commercial aviation industry. If an individual wishes to speculate in the future of this experimental industry—and at present the business is in position to seek only venturesome capital—he has a choice between companies,

like Wright Aeronautical Corporation and Curtiss Aero, which are engaged solely in this field, on the one hand, and the Packard Motor Car Company, on the other.

I have formulated the foregoing admonitions into an investment code as follows:

1. Concentrate your investments in private industry in established companies with a known record for success.

2. The well managed companies are leaders in research, and not likely to be destroyed by the application of new scientific doctrine to industry.

3. Avoid securities of new enterprises which are still in the idea stage, without accomplishments and a record of performance.

Until a physician has built up an estate consisting of sound securities, he is in no position to experiment with securities of new and untried companies, even if they are honestly promoted. The cruel fact remains that among even legitimate promotions there is a high rate of mortality. Furthermore, genuine promotions are so interlarded with instances of fraud that it is hazardous for the inexperienced to buy promotion issues. The very rich can afford the risks as a mere gesture to subsidize progress, but the ordinary practicing physician is not in a position for such philanthropy.

A safe inhibition in this con-

"SUGAR NEGATIVE"

is the urinary report for which the physician strives in treating his cases of diabetes mellitus. To this end much can be accomplished by proper restriction of the carbohydrates, but the modern doctor also demands reliable pancreatic and hepatic therapy. That is why so many practitioners treat their cases of diabetes with

PANCRÉPATINE

an extract of pancreas and liver effective by mouth.

Samples and literature on request.

THE ANGLO-FRENCH DRUG CO.

1270 BROADWAY

NEW YORK CITY



*What does the patient
demand first in*

**Rheumatism, Sciatica,
Neuritis and Neuralgia?**

*Immediate and Lasting Relief
from Pain, is it not?*

That is what is accomplished by

CINCOSAL COMPOUND

It is a recently developed Breon solution for intravenous use. Physicians have proven that it is not a mere analgesic, but a curative power of consequence.

Any of the offices below will fill your order promptly or supply you with more information.

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NEW YORK

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405 Rhodes Bldg
Atlanta



nection is to eschew securities sold by stock peddlers, for they are rarely, if ever, meritorious. When in doubt about the trustworthiness of a security vendor, it is safest to make purchases through a bank, which will be glad to render the service to its customers gratuitously, in turn assuming the risk of choosing an honest and solvent broker.

Even if a new patent looks meritorious, it does not follow that the company which will exploit it will prove profitable. Frequently, backers go broke in exploiting attractive products, either because they are too limited in resources for an advertising investment, or because of generally poor management, or inability to meet competition, or because the attractive patent fails to prove itself at the market place.

Facilities for spotting out-and-out frauds among new promotions are improving. The National Better Business Bureau and the affiliated Better Business Bureaus in forty cities maintain card indexes on the frailties and vices of individual operators. Without obligation, the professional investor may write any of the Better Business Bureaus for facts about promotions which have been brought to their attention, and can learn promptly whether the backer ought to be in the president's chair or in a cell in jail.

Moreover, the well equipped bank can, through its New York

correspondent and through the commercial agencies, get fact reports on the standing of individual promoters and new companies. Even the venturesome physician, who will not avoid promotion stocks, need no longer proceed on the basis of blind intuition. The world of legitimate finance is organized into an intelligence system which has gathered data on the operations of those who function on the fringe of investment banking.



Ups and Downs

-a monthly review by the
financial editor

Though there is increasing awareness of the utility of common stocks for long term investments, the fact that prices at this writing are at or near the highest peaks for all time stays the hand of the conservative investor. Great skill is needed to assure continued safety of principal.

In the circumstances, the inexperienced investor should seek competent unbiased counsel. Broadly speaking, good dividend paying railroad stocks are cheaper than a corresponding grade of industrials. In other words, known earning power and assets can be purchased more cheaply in the railroad than in the industrial field.

(Turn the Page)

After the Diagnosis for Hernia - What?



THE AKRON TRUSS CO.

Why not prescribe specifically if a truss is required? An

AKRON Sponge Rubber Pad Truss

will guarantee your patient instant relief, comfort and certain protection. Akron trusses are internationally known and have proven best by test since 1906.

Send for a sample of the Akron Sponge Rubber Pad and the name of your nearest dealer.

Akron, Ohio, U. S. A.

Collects Money When All Other Methods Fail

HOW many persons owe you money? How much of what they owe will you be able to collect in the next thirty days? Make no apology for asking payment of an overdue account. A debtor has no reason to be offended when asked to pay that which he justly owes. A past-due account loses value as a tangible asset the older its gets, and it is decidedly unwise at the present time to become careless about collections.

Let us send you for **THIRTY DAYS' FREE TRIAL**, a copy of the Creditors' National Collection System—a ready-prepared, no-trouble-to-use, series of forceful notices and collection letters written by collection experts familiar with every trick of the debt dodger.

ONLY \$3.50 FOR THE COMPLETE SYSTEM—Nothing else to pay—and you need not pay one penny of even the special low price until you have tried—**USED** the System for thirty days and convinced yourself that it meets all your expectations. In the event you do not wish to keep the System after you have used it for thirty days, simply return the unused portion and we will cancel the charge against you in full.

SEND NO MONEY—ONLY THIS COUPON—DO IT TODAY!

Creditors' National Protective Assn.

710 Federal Street

Chicago, Ill.

Gentlemen:

You may send for 30 days' trial a copy of The Creditors' National Collection System. If satisfactory will remit \$3.50 in payment, otherwise will return unused portion and charge is to be cancelled in full.

Name

Address

Order direct or thru your Dealer.

Recently, a group of representative industrial stocks were selling fifteen times earnings, whereas representative railroad stocks were selling eleven times earnings. Moreover, the investor has been able recently to find a higher dividend yield in the railroad group.

On the other hand, the speculator, who is more interested in future possibilities than in present values, recognizes that government regulation automatically limits the rate of return on railroad issues, whereas theoretically industrial profits are restricted only by the capacity of the management under competitive conditions.

Although less active as speculative media than industrials, the public utility junior securities have been capitalizing earnings at a high rate. The electric light and power industry continues to make substantial annual gains irrespective of immediate business trends.

In the March issue, this department pointed out that early in the year market conditions made preferred stocks more attractive to the seeker of current return than either common stocks or bonds. Subsequent developments have further emphasized the advantages of the best grade of preferred stock. Under the new Wales-Merriam Act, New York life insurance companies, which hitherto have been limited to evidences of debt for investments, have been permitted to

buy preferred stocks of companies which have paid a dividend of at least four per cent on their common shares for five years.

By making high grade preferred stocks eligible for the great institutional buyers, the legislature has greatly added to the potential supply. Indirectly this change in the law will also tend to increase the demand for lower grade preferred stocks, which do not measure up to the insurance company standards, because it will make the best grade scarce and expensive and will tend to induce individuals to seek income in something less.

Eligible preferred stocks immediately after the passage of the law were selling to give a current return of from 4.4 per cent to 5.3 per cent.

The chief hazard in the stock list arises less from the economic outlook, which is fairly good, than from technical unsoundness resulting from frenzied speculation. In the circumstances, strictly investment issues, including good bonds and preferred stocks, are relatively more attractive for the conservative investor, particularly since it is likely that further declines in long term interest rates will tend further to boost the prices of such issues.

The American people are annually accumulating huge amounts of new capital, which because of the large supply is gradually becoming reconciled to receiving lower wages.

(Turn the Page)

NEO-REARGON
—
RADIO-SCLERIN

The most important advance in Gonorrhea therapeutics since the discovery of the value of Silver Salts

An Eminent Urologist.

A reliable Internal Radium treatment for Arteriosclerosis, Hypertension, Gout Rheumatism, and their attendant ills.

AKATOS, Inc.

114 Liberty St., New York

The Menace of the Overloaded Bowel

always present, easily becomes serious in women. It causes interference with the pelvic circulation and tends to produce congestion of the uterus, not infrequently followed by functional disorders, producing dysmenorrhea, menorrhagia, and even inflammatory conditions.

AGAROL gives relief and frequently permanently restores the functional activity of the colon. One tablespoonful before retiring, gradually decreased as improvement takes place, is especially well adapted for the treatment of constipation in women, because of the gentle action of Agarol and absence of irritation from its use.

Agarol is the original Mineral Oil—Agar-Agar Emulsion (with Phenolphthalein) and has these advantages:

Perfect emulsification; stability; pleasant taste without artificial flavoring; free from sugar, alkalies and alcohol; no oil leakage; no griping or pain; no nausea; not habit forming.

AGAROL

A generous trial supply sent on request.

WILLIAM R. WARNER & CO., Inc.

Manufacturing Pharmacutists since 1856

113-123 West 18th St., New York

Remedies of Proven Value

MYODINE
IODOTONE
PHOSPHORCIN

CLINICAL evidence from many physicians through the country prove the therapeutic value of these preparations. Prominent physicians are prescribing them with excellent results and we suggest that you, too, add them to your materia medica. You will be pleased with their therapeutic action.

Send for samples and literature.

EIMER & AMEND

205 3rd Ave., New York

Established 1851

Incorporated 1887

The subjoined list illustrates the type of preferred stock which the insurance companies may

now buy. Readers can check up current prices in the daily newspaper. The list:

Name	Rate	Cumulative	Callable	Ex Dividend	Approximate Yield
Atchison, Topeka & Santa Fe ...	5%	No	No	June 30-SA	4.6%
Baltimore & Ohio	4%	"	"	Jan. 14-Q	4.8%
Norfolk & Western	4%	"	"	Jan. 31-Q	4.4%
Reading Company 1st (\$50)	4%	"	\$50	Feb. 16-Q	4.6%
Southern Railway	5%	"	\$100	Mar. 20-Q	4.9%
Union Pacific	4%	"	No	Mar. 1-SA	4.6%
Consol. Gas of N.Y. (no par)....	\$5	Yes	105	Mar. 30 Q	4.7%
Consol. Gas El. Lt. & Pr. of Balt..	5%	"	110	Mar. 15-Q	4.7%
Duquesne Light Co.	5%	"	110	Mar. 31-Q	4.7%
American Can	7%	"	No	Mar. 16-Q	4.8%
American Car & Foundry	7%	"	"	Mar. 15-Q	5.0%
American Smelting & Refining....	7%	"	"	Feb. 3-Q	5.0%
American Snuff	6%	No	"	Mar. 15-Q	5.3%
American Tobacco	6%	Yes	"	Mar. 10-Q	4.7%
Corn Products Refining	7%	"	"	Mar. 31-Q	4.8%
Du Pont de Nemours Debentures..	6%	"	\$125	Jan. 10-Q	4.9%
Eastman Kodak	6%	"	No	Feb. 28 Q	4.6%
International Harvester	7%	"	"	Feb. 4-Q	4.8%
Liggett & Myers	7%	"	"	Mar. 12-Q	4.7%
National Lead "A"	7%	"	"	Mar. 2-Q	4.7%
National Lead "B"	6%	"	"	Jan. 23-Q	5.0%
National Biscuit	7%	"	"	Feb. 15-Q	4.7%
United States Steel	7%	"	"	Feb. 4-Q	4.8%

High yielding bonds must be sought chiefly in the foreign field. The conservative investor will not place too much of his total funds in foreign issues, but is willing to select a few of the best bonds, amply diversified, in order to bring up the average return on his investments.

Trends in capital rates make investing through skilled investment trusts, savings banks, well managed building and loan associations, and in annuities and endowment policies offered by the life insurance companies more attractive than at any time since the beginning of the present

century.

In commenting on the speculative security market, Colonel Leonard P. Ayres, vice president of the Cleveland Trust Company, who is usually the boldest in making specific prophecies, says: "No one knows how far a market like this may run. We do know that in the past all speculative booms which have carried prices far beyond levels justified by yields or prospects have ultimately crashed downward with results disastrous to many of the speculators.

"At the present time the technical condition of the market does

TRIAL - - CONVICTION - - PRESCRIPTION

A fair clinical test in cases of Enteralgia and Gartralgia, will convince any physician that in such cases,

HAYDEN'S VIBURNUM COMPOUND

is of marked and prompt benefit.

When prescribed in hot water H.V.C. gives best results.

H.V.C. is non-depressing, palatable, reliable.

Sample and literature on request.

THE NEW YORK PHARMACEUTICAL CO.

Bedford Springs,

Bedford, Mass.

Food Intoxications

THE investigations of Howland and Marriott show that the therapy of acidosis resulting from food intoxications agrees closely with the general effects of the treatment of acidosis in nephritis and in diabetes.

While the matter of diet regulation is of paramount importance, alkaline therapy provides a helpful adjunct.

"The Dispensatory of the U. S." states that "in cases of gastric hyperacidity, whether due to overacidity of the stomach or to fermentative changes in the foodstuff, it (Magnesia) is one of the best correctives that we have."

Phillips Milk of Magnesia, presenting magnesium oxide in a true colloidal suspension, is much preferable to powdered magnesia for this purpose.

Physicians can prescribe Phillips Milk of Magnesia with confidence, because their patients, whether children or adults, find it palatable, easy to take, and free from distension or gastric irritation.

PHILLIPS' Milk of Magnesia

CAUTION. The physician is advised to beware of imitations of Phillips Milk of Magnesia. Kindly prescribe in original 4-ounce and 12-ounce bottles, obtainable from druggists everywhere.

"Milk of Magnesia" has been the U. S. Registered Trade Mark of The Charles H. Phillips Chemical Co. and its predecessor Charles H. Phillips since 1875.

Prepared only by

The Charles H. Phillips Chemical Co., New York and London

not appear to be weak, mainly because there has been nothing like unanimity of advance in this forward price move. Brokers' loans have made a record increase to a new high level but the advance has not been disproportionate to the enhancement in stock prices.

"The real danger in the present situation is that the yields of stocks have fallen well below the cost of carrying them on margin. In the past, except during the war, this has always resulted in an eventual downturn of prices. Presumably, the old rule will hold good this time, but it is impossible to say how soon it will

The counsel of Mer-ryle Stanley Rukeyser, national authority on banking and investments, is now available to readers.

Send inquiries to Financial Editor, MEDICAL ECONOMICS, Rutherford, N. J., and please enclose a stamped, self-addressed envelope.

operate. The fundamental facts are that the Reserve System is slowly, but apparently surely, closing in on the stock market by taking steps to increase current interest rates. If this policy is persisted in stock prices will eventually give way because of it.

"There is no basis for judging whether or not the extraordinary increase of trading marks the termination of the advance in prices of this present bull market. The precedents of earlier years would indicate that it might probably do so, but this market has been a law unto itself."

K-D KONES

**A Vaginal Suppository
Containing Carrel
Dakin Hypochlorite
Sodium Solution (NaOCl)**

K-D KONE is a vaginal suppository containing sodium hypochlorite in a non-greasy, neutral soap like stabilizing base. Immediately upon introduction into the vagina, free chlorine is liberated, thereby efficiently rendering the vaginal tract aseptic. K-D Kones do not irritate or produce soreness or desensitization of the vaginal mucosa. They allay irritation and are without possibility of toxic action.

K-D Kones are being ethically introduced to the medical profession for strictly prescription purposes, as you will note by the package.

For more complete information, including the booklet "Practical Vaginal Antisepsis" and a package of K-D Kones for clinical trial, send this handy coupon.

The Clinical Laboratories Co.
8 West 40th Street,
New York, N. Y.



Gentlemen:-

You may send me your booklet "Practical Vaginal Antisepsis, and professional sample, gratis.

Name

Address

Druggist's Name

Address

\$4.00at
Your
Dealers

Two thermometers, one clinical and one rectal, each made of Faichney's specially tempered glass.

The container is a rich, red fountain pen case, which you will take pride in carrying, and which will serve you for years.

Faichney's reputation for absolute precision protects you and your patient. Be sure your next thermometer is a Faichney.

An ideal graduation present for the nurse.



Give the Office a Cheerful Face

Continued from Page 41

that color—even without the additional beauty of form, can go far toward giving us handsome results.

By using the simplest of furniture—it may also be of fair proportion and detail—and trusting frankly to our color contrasts, many interesting effects can be obtained. A little greater expenditure brings the refinement of contour which comes with better grade of furniture design. And from this point we may go as far as we desire.

Colorful linens and chintzes at the windows create decorative impression immediately. And well chosen slip covers offer ample opportunity for constant freshening. Painted furniture, judi-

Phosphorcin

In bronchial ailments and during convalescence from Influenza and Pneumonia,

Phosphorcin is a valuable reconstructive when taken in doses of two teaspoonfuls after meals.

Phosphorcin supplies the necessary phosphorus, in an exceptionally assimilable form, with nux vomica and pepsin to restore vitality and strength. Containing neither sugar nor alcohol, it is of definite value when a tonic is to be given for a long time.

Sample on Request

EIMER & AMEND

Third Avenue and 18th Street, New York

ously interspersed with the natural finish, adds brilliant color notes that are most welcome.

But there is another point well worth consideration—the arrangement of the furniture in this office. How many times do we see the mission table against the wall, two straight chairs at the sides, a rocker placed at small angle on each side—and so on around the room. Furniture may easily be grouped to make really attractive settings. Why not?

Pictures, too, of the right sort make definite appeal. A little time spent in collecting a few good prints may give some poor soul several moments of easier thought—and this would be quite aside from the quality of decorative interest they introduce into the room.

It is well worth while to think about color, line, structural quality in the design of the furniture and the arrangement of a waiting room.

(Turn the Page)

DUO-SEPTURES

for

Vaginal ANTISEPSIS
in Jelly form.

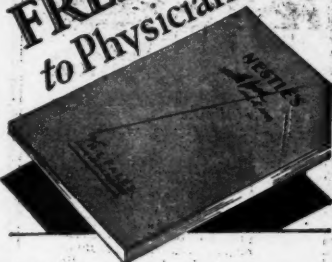
Tube and nozzle comprise outfit retailing for \$1.00.

Physicians requiring a highly antiseptic, non-irritating, non-poisonous prophylactic formula for vaginal treatment may write in for complete outfit. Free of charge.

GRAPE CAPSULE CO.

Laboratory, Allentown, Pa.
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FREE
to Physicians



This new book by HELEN L. FALES

Recognized authority on
INFANT NUTRITION

We feel sure that physicians everywhere will be genuinely interested in this new booklet by Helen L. Fales, containing a careful, detailed analysis of the Improved Nestlé's Food.

Miss Fales has won an enviable reputation as an analytical chemist, especially interested in infant feeding. Her work at the Babies Hospital and her long association with Dr. L. Emmett Holt give her opinions of this subject unusual interest and value.

In this new book she gives a complete report on the composition, properties and uses of the Improved Nestlé's Food. We shall be glad to send you a copy, also samples of the Food and celluloid feeding table calculator. Simply fill out and mail coupon below to

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NESTLÉ'S
milk food



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Please send me without charge or obligation, the supplies checked below:

- ☐ Samples of the Improved Nestlé's Food
- ☐ Celluloid feeding table calculator
- ☐ Booklet by H. L. Fales

Name

Address

City State

DR. PLATT'S Rinex PRESCRIPTION

for Hay Fever
Asthma, Head Colds

RINEX Prescription—Platt was originated by a Physician. It is non-narcotic, non-toxic and leaves no bad after effects except in idiosyncrasy to Acetylsalicylic Acid or Quinine. The therapeutic action of Rinex is that of an astringent tonic to the mucous membranes, relaxant, calmative and sedative and anti-spasmodic.

Head Cold symptoms abate usually in from 30 to 45 minutes after the first dose. The effect in Asthma is very prompt. In better than 90% of all cases, freedom from symptoms of Hay Fever is accomplished by continuing the treatment, three doses a day through the season of attack.

Dispensed in convenient, antiseptic packages, regular size 30 capsules of 5 grains each. Hospital size for dispensing physicians, 180 capsules. Price on request.



The Clinical
Laboratories Co.
8 West 40th St.
New York City

Gentlemen:-

Please send me instructions and a professional sample of Rinex gratis.

Name

Address

Druggist's Name

Address

They have the three actions

*the effective local treatment
of hemorrhoids requires*

UNGUENTINE Cones are antiphlogistic, mildly astringent, non-irritating. The relief of a varicose condition such as Hemorrhoids demands all these properties.

Physicians have employed these suppositories extensively for many years. Their experience has shown that Unguentine Cones quickly soothe rectal burning, smarting and itching—that they can relieve the most annoying symptoms of hemorrhoids, both internal and external.

Even in cases requiring internal treatment or operation, they rapidly decrease the amount of blood discharged and aid in bringing about a marked reduction in size. Data indicate that in a majority of cases, not too far advanced, they can effect permanent relief.

Physicians who have not made use of Norwich Unguentine Cones are often surprised at the efficacy of this local treatment. We believe you would find it of real value in your work. Packaged in boxes of 12. We should be glad to send you a trial box without cost. Address Medical Department, The Norwich Pharmacal Company, Norwich, N. Y.

Unguentine Cones



A trusted name

Not only is it humane and a very definite pleasure to those who have to sit in the environment of the office. It is a distinct business asset. A cheerful face

gives courage; a good set-up establishes confidence. Why not apply these truths to the decoration that sets the appearances of the offices?



The Toledo Experiment

Continued from Page 9

information from New York and Los Angeles, from Boston and Portland (Oregon), from Detroit and New Orleans, in other words, from the four cardinal points of the compass.

Numerous other points in between have likewise been represented. This would indicate an awakening on the part of the medical profession throughout the length and breadth of the country. It is a harbinger of com-

mon sense and a sincere realization of the need for this work.

Too long has the medical profession watched the cults and quacks entrench themselves with their pseudo-medical propaganda at the expense of solid medical thought. Many conservatives in the ranks of medicine even now are luke-warm on the subject of education work. They feel that truth will triumph in the end.

(Turn the Page)



"The Saturated Saline Laxative"

OCCY — CRYSTINE

Formerly called OXY-CRYSTINE

OF COURSE:

It is foolish to claim that any cathartic will remove all putrefactive bacteria from the intestine. **BUT** it is a fact, that **OCCY-CRYSTINE** when used as a hydragogue will cause copious, fluid stools, and at least so diminish the toxin producers in numbers, that, for a time, they are not all-important.

Clinical trial size on request.

Write or mail your card to:

OCCY-CRYSTINE CORPORATION

P.O. Box 118 Grand Central Station

New York, N. Y.

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They believe that history must repeat itself. The sad thing, however is that history moves in long cycles. Medicine wants a result now—not a decade or two hence. It lives in the present. It has it in its power to become the arbiter of its own destiny.

It is recommended that all medical newspaper copy be released under certain conditions. The regulations covering releases that have been adopted by the Publication Bureau of the Toledo Academy of Medicine are as follows:

1. The copy furnished by the Toledo Academy of Medicine has been edited by specialists and censored by the committee, so it is authoritative; therefore, its contents cannot be changed in any way.

2. The use of the caduceus as a symbol of medicine shall be made in connection with every article.

3. The caption shall be "Pointers in Medicine" or "Said by Toledo Doctors."

4. All articles shall prominently display the fact that they are released through the Academy of Medicine of Toledo and Lucas County.

5. All articles shall be numbered in series, with a subtitle. (N. B.: Minor exceptions have been made in the past but will not be made in the future.)

6. Articles shall appear always on the same page, preferably the editorial page.

7. Articles shall always appear in the same column, for example, column 6, page 4.

6. The entire article shall appear in the original, or the original and an adjacent column, and shall not be continued on another page.

Any success that the Toledo Academy of Medicine has obtained in this field has been through honest and painstaking efforts. It should be an encouragement to county medical societies elsewhere who purpose adopting a similar program.

Success, it would seem, is more

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readily obtainable in the smaller society than in the large. The reason for this is twofold: first, there are only a very few men in any organization who will work without stint in the pursuance of an ideal; and large memberships, therefore, have no bearing on the production of educational work; second, the smaller society has closer contact and reader access to the local newspapers and civic organizations than is possible in the large cities. Interests in the latter are too diversified. The requisites for success are vision and hard work. Articles do not materialize out of thin air.



Everybody's Business

Continued from Page 15

as evidence now shows the vitamins are made mainly by plants. The calories in vegetable matter are put there by a process of nature called photosynthesis. Of all the solar energy that falls on green plants only one per cent is now utilized. What a tremendous benefit it would be to humanity if a way could be found to increase the efficiency of nature's method of utilizing sunlight even a fraction of a per cent.

The outcome from new knowledge resulting from this type of pioneering will be methods permitting the more rapid growth of trees and vegetables, lower costs for producing foodstuffs, and the conversion of far more sun energy into mechanical power. Regions of abandoned farms such as exist in New England will again buzz with the activity of an agriculture reborn.

And in the marketing of perishables there will be no less amazing transformations. Already it is becoming necessary to use artificial means to ripen fruits and vegetables that were pulled while green. Ethylene gas has been employed in various places to make green fruits appear ripe, which is none too proper. But

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is of paramount value as a nerve-tissue reconstructive. Not only does it stimulate nerve-cell functions and improve nerve-cell nutrition, but it acts also as a stomachic bitter, increasing the appetite and improving the digestion.

Eight and Sixteen Ounce Bottles

fortunately this same gas can also be utilized to make foods undergo exactly the same changes in composition that occur when they actually ripen on the vine. Some things matured by the gas method have even a finer flavor than when ripened on the vine.

All of this points to radical changes in current practices. A few cubic feet of gas costing less than fifty cents will be sufficient to effect a remarkable change in a whole carload of green produce. New methods of quick freezing that will allow large quantities of canned and boxed fish and meats to be submerged for a moment in liquid air will permit householders to buy steaks, chops and poultry in package form from the nearby grocery or delicatessen.

The rapid freezing of fish is already a commercial success, giving Middlewest families all the advantages of Coastal residents so far as fresh seafood is concerned. With dozens of other preservative methods coming into early use, we will witness as great a change in the grocery as has taken place in the drug store. The brand on a food package will be sufficient to insure that the contents are choice, and the cold storage plant will be far less of a necessity.

No longer are we satisfied to put up with an inconvenience or submit to a nuisance. We started in to construct buildings of steel and right away we found that the new plan had ushered in a bedlam of noise caused by rivet-

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ing. Quickly there developed a demand that the noise be eliminated. Research was undertaken and a process of electric welding perfected so speedily that already we have steel buildings constructed without rivets.

Not all engineers are agreed that the new methods are as trustworthy as the old. But let no one doubt that the use of gas, electricity, or a method of pressure riveting will completely do away with hammering. There is no safety for any corporation that employs a practice that constitutes a nuisance. The noise of riveting has done more than all else to develop arc welding, which process is already making it possible to manufacture at a lower cost a wide range of products that have heretofore been made out of castings or with rivets.

Experts tell me that arc welding can be applied to ninety per cent of all machinery and that the resulting saving would exceed twenty per cent of the present-day cost of such apparatus. The head of our largest electrical concern stated recently that the substitution of structural steel for castings in their own products was saving them more than a million dollars a year. This is a remarkable achievement in view of the fact that this company has so far applied electric welding



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only to one-tenth of the machines and parts to which it will eventually apply it.

Then there is that astonishing discovery that permits the molding of rubber with electricity. Rubber can now be electrolytically deposited onto metal or ceramic molds in a way resembling the electro-plating of metals. This new process will soon be giving us inner tubes for automobile tires, bathing caps, tobacco pouches, hot water bottles and hundreds of other articles of highest quality. We have long used rubber to keep electricity where it belongs; now we will employ electricity to put rubber where we want it.

Another great improvement was the high-efficiency tungsten lamp. But the new filaments were so bright that the glare hurt our eyes and again there was a demand for a remedy. The bulbs were frosted, but this permitted dust to collect on the lamps. It was clear that a way must be perfected to frost the bulbs on the inside; however, when this was tried the glass became as brittle as an egg shell. Research persisted and finally it was disclosed that if a second acid solution, weaker than the first, was sprayed into the bulb, the glass would retain its strength.

In the fuel field, as elsewhere, there are no end of opportunities for the exercise of inventive genius. A few years ago it was considered good practice to get a kilowatt-hour of electric power from three pounds of coal. Now

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there is a new plant in Cincinnati that is producing this same unit of energy from less than one pound of coal. Up at Rochester a gas company is cooling its coke without the use of water, thereby saving the sensible heat of the coke heretofore wasted by wet quenching. A half-dozen processes are being employed in a small way to extract a good quality of fuel oil from a cheap grade of coal, while out in Ohio they are manufacturing amyl acetate from natural gasoline, a process that will greatly benefit the lacquer industry.

Invisible rays of all kinds are being employed for numberless purposes. The bombardment of electrons from cathode rays dries fresh paint quickly. Alterations in the writing contained in documents can be detected instantly by ultra-violet rays. This same type of invisible light will reveal whether pearls are artificial, diamonds false, or a letter has been opened and later resealed by some postal thief.

A growing use of invisible light is in the production of spectacular effects. Recently the sunken garden of a hotel park was flooded with lamps giving off ultra-violet rays. The surrounding flowers and shrubbery had been sprayed with luminescent paints containing chemicals having the property to absorb short rays and send them forth in longer waves that were visible. This produced a beautiful effect, for every leaf and flower glowed



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in various colors in the surrounding darkness. Even the water of the fountain in the center of the garden was treated with similar chemicals so that it sparkled in the beams of "black" light. Hundreds of people walked through this amazing garden with teeth and eyeballs rendered fluorescent by the strange rays. Even clothes that had been colored with aniline dyes glowed under the stimu-

lation of the invisible vibrations.

Truly it is a time of miracles. A day when the fellow in the laboratory playing with sparks, rays and test tubes is more to be feared than a king's army. Research has become the touchstone of business success. It pays huge dividends to its faithful advocates, but is relentless in dealing out destruction to those who deny its supremacy.



"But That's My Car"

Reported by Lawyer Hayward



YOU can have that Henryboy car for \$800 and 4 months time to pay in," the doctor offered. "I'm going to buy a new one."

"It's a sale," X agreed.

"Of course you'll have to sign the usual 'conditional sale' agreement, saying that the title and ownership of the car remains in me until final payment," the doctor suggested.

"No objection to that, for I intend to pay for it anyway," X declared. He signed up, filled the tank with gasoline and rattled down the street.

A week later the doctor met the sheriff driving the Henryboy car.

"Did you buy that car from X?" the doctor demanded.

"No—got it cheaper than that—seized it from X for transporting liquor contrary to law," the sheriff informed him.

"But that's my car; I've got a lien on it under a conditional sale agreement."

"Well, it belongs to the state now," the sheriff informed him, and continued on his way.

Where does the doctor stand in a case like this?

In a case involving this point and reported in 206 *Southwestern Reporter*, 748, the Supreme Court of Arkansas decided that the doctor had no remedy, as far as the property was concerned.

"Indeed the sale itself gave the right of possession, and the violation of the law was committed under the possession thus conferred," said the Court.

"When property becomes liable to forfeiture under the positive provisions of the statute, owners who have in no way participated in the frauds which caused the forfeiture must seek redress from the wrongdoers who unlawfully used the property with which they were intrusted; or they can apply to the officers of the government invested with the authority to remit forfeiture," says the United States Federal Court, in a case along the same line.

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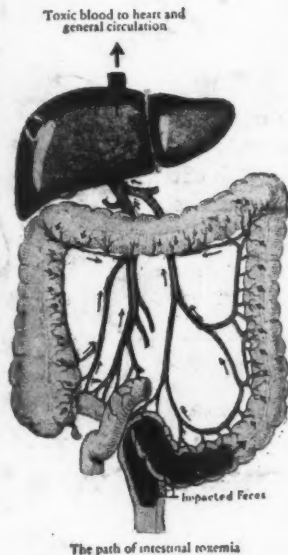
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WHEN the intestinal contents are liquefied—which occurs with many laxatives—the absorption of intestinal toxins is often increased. Some of these toxins are highly poisonous, even in small quantities. Cases of alimentary toxemia have shown as many as thirty-six separate poisons in the intestinal tract.



Not the least valuable of its properties is the behavior of Nujol toward intestinal toxins.

If a watery solution of indol be shaken up with Nujol, more than half the indol is quickly taken up. Nujol readily dissolves this and other waste and poisonous substances, many of which are more soluble in Nujol than in water. Once absorbed in Nujol, they cannot be absorbed by the system as Nujol itself is non-absorbable.

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